

Isabela Medeiros dos Santos

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EXECUTIVE SUMMARY

- Journalism - Universidade Metodista de São Paulo
- Language Level: Portuguese (native); English (advanced); Spanish (Intermediate)
- Four years of experience on Newspaper editorial group
- Prêmio Vladimir Herzog 2019 Audio category production of the Podcast “Vozes: Histórias e Reflexões”

EDUCATION

2015-2018 **UNIVERSIDADE METODISTA DE SÃO PAULO** SBCampo, SP
Bachelor degree in Social Communication – Specialized in Journalism

2018 - 2018 **COINED SPANISH SCHOOLS IN LATIN AMERICA** Buenos Aires, Argentina
Spanish Intermediate

2011-2016 **CNA Idiomas** SBCampo, SP
Completed CNA English Course Program; B1 Preliminary provided by Cambridge Assessment English

WORK HISTORY

2021 – present **EI VOCÊ DO LADO DAÍ PRODUÇÕES**
Founder/CO-Owner

- Creation and production of Podcast for legal and natural person
- Podcast Consultant
- Social media content creation
- Podcasting Course

2020 – 2021 **CNN**
Content Assistant

- Radio Producer at “CNN Manhã”
- 2020 U.S (United States) Presidential Election coverage
- 2020 Municipal Election

2019 – 2019 **RÁDIO CBN** São Paulo, SP
Reporter I

- CBN Brasil: Studio Production and coordination: team management, news trustworthiness analysis to provide live reports;
- CBN Brasil: Pre-production - theme definition with anchors and commentators of factual interviews.
- CBN Gerações Production: history and specialist crew selection to integrate the project that addresses varied themes.
- Factual reporting: Cities, political, economy, culture and cases of police

2019 – 2019 **RÁDIO CBN** São Paulo, SP
Journalism trainee

- Podcast "Vozes: Histórias e Reflexões": research, agenda, history selection, external scheduling logistic, interviews, routing, audio editing and co-presenting
- Factual reporting about political, culture, economy, police e and cities.
- Live transmission
- CBN Segunda Edição: Pre-production and studio production
- CBN Brasil: Pre-production and studio production
- CBN SP: Pre-production and studio production
- CBN Gerações: Pre-production and studio production
- O Mundo em Meia Hora: Pre-production and studio production
- CBN Primeira Edição: Agenda
- Audio editing of local factual articles, national and international

2018 – 2018

RÁDIO CBN
Journalism Strategy

São Paulo, SP

- Podcast "Vozes: Histórias e Reflexões": Resourch, agenda, history selection, logistics of recording, interview support, routing and audio editing
- Live trasmission
- Radio report
- Production of week and weekend agenda
- Factual reporting and support to reporters to factual articles
- CBN Brasil: Pre-production and studio production
- CBN Segunda Edição: Pre-production and studio production
- CBN São Paulo: Pre-production and studio production
- CBN Noite Total: Pre-production and studio production
- Show da Notícia: Pre-production and studio production
- Revista CBN: Pre-production and studio production
- Jornal da CBN Primeira Edição e Mundo Corporativo: Pre-production and studio production assistant
- Social medias (Instagram, Facebook, Twitter and official website)

2017 – 2018

RECORD TV
Estagiária de Jornalismo no Domingo Espetacular

São Paulo, SP

- Interview decoupage edting (foreign language contact, especially English and Spanish);
- Image selection to off-screen coverage
- Videotapes check to live transmission
- text editing suport

2016 – 2017

REDETV!
RedeTV! News journalism intern

Osasco, SP

- Radio report
- National and local factual agenda
- Publishing bulletins and notes
- Font Management
- Character selection to factual articles and special

2011-2016

STRONG CONTÁBIL
Personnel Department

SBCampo, SP

- Accounting routine, payroll accounting, rescission and vacations leave
- Benefits management: transportation costs, food tickets and medical assistance

- Federal tax forms, mandatory states and union associations in department

ADDITIONAL INFORMATION

- **How To Hit a Podcast, Knight Center – (august/2018).**
Study on history of podcasting in the world, verification tool and search for history and technical narrative scripts
- **Fact checking course, Agência Lupa (april/2018)**
Information check workshop, public accounting analyses
- **Data Journalism, Abraji – (june/2017).**
Learning technical advances of public data search and free tools of online infographic of report building and report increasing.
- **Press Office open course, Senac SBC – (july/2016).**
Study on Press Officer routine; Professional Renovation on request of updated market needs; awareness and exploring of strategic part management, and also releases production, press kit, source mapping, follow-up, medias recognition, crises management and media training.
- **Photoshop open course, Universidade Metodista de São Paulo – (march/2016).**
Written skill, correction, filters, building and composition of images through communication.
- **Cultural journalism, Senac Lapa - duration 20h (july/2015).**
Written source: review, articles, cultural products analyses, event and interview coverage. Not only perform culture editorial activities for communication media, also understanding expansion of individual culture, opening the whole range of possibilities about respect and appreciate other customs, values and habit.

EXCHANGE

August 2018/ September 2018

Cities: Buenos Aires, Tigre, El Pato e La Capilla – Province de Buenos Aires – Argentina
Travelled to improve Spanish language, deepening in new cultures and development studies on argentine prison system. While traveling I had the opportunity to interview mothers imprisoned with their children until four years old. This material support to compose the book "Desenlace: Nunca é SÓ uma mãe encarcerada", launched in 2018 as course conclusion paper.

AWARDS

October/2020

42º Prêmio Vladimir Herzog

Nominated in Audio category with the Podcast episode "Vozes: Histórias e Reflexões" with the theme adoption, also nominated for the production of the episode about Memories of Military Dictatorship.

October/2019

41º Prêmio Vladimir Herzog

Audio category with the Podcast episode "Vozes: Histórias e Reflexões" about LGBT-phobic.

COURSES

Podcast beyond Journalism: How Podcast can help businesses grow (April/2021)

Creation, development and tutoring Museu de Imagem e Som de São Paulo students, focusing in the use of podcast as a communications strategy.

Podcast Production: How to develop great content to your Podcast (February/2021)

Creation, development and tutoring Museu de Imagem e Som de São Paulo students, focusing in the role of a Podcast Content Producer.

Podcasting: From concept through distribution of the first copyright episode (December/2020)

Creation, development and tutoring Museu de Imagem e Som de São Paulo students, focusing in introduction to Podcast Universe.

ACADEMIC PARTICIPATION

Universidade Paulista Unip – Lecture “O áudio está no future” (September/2020)

Every University student were invited to the online interview about the importance and how to work in audio in pandemic times

Universidade de São Caetano – Special Class (september/2020)

Class taught to the journalism, marketing and advertising, television and radio production and public relations students, how production of content of audio file format can helps in every Areas of Communication.

Universidade Anhembi Morumbi - Lecture (june/2020)

Examples to students of Journalism about how the pandemic of Covid-19 has been changing conventional editorial structures and how has been to produce and disseminate in isolation period and social distance.

Universidade de São Caetano – Special Class (may/2020)

Class taught to journalism student about challenge to produce a radio live show about economy and policy.

Universidade de São Caetano – Special Class (may/2020)

Class taught to Radio/Tv students use of audio to educational productions.

Board of Examiners of Course Conclusion Paper (December/2020)

Students of Universidade Metodista produced a podcast called “Isso é papo de homem” that discuss the male figure in fight of gender equality.

Board of Examiners of Course Conclusion Paper (December/2020)

Students of Universidade Metodista produced a storytelling podcast with 4 episodes called “Vai dar Certo” which analyses Brazilians behavior about luck, belief and religion.

Board of Examiners of Course Conclusion Paper (December/2019)

Five students of Universidade Metodista de São Paulo made a podcast called denominado “O Prazer é Meu” in order to understand and discuss concepts and female plasure

Universidade Anhembi Morumbi – Journalism Week (November/2019)

Lecture about market, news and Podcast. Clarification of doubts and supply clues.

FAAP - Interviewed in first time podcast production experience radio journalism subject (October/2019)

The forth semester students produced a podcast in round table discussion form to tell the history and trends in Podcast in Brazilian journalism.

Universidade Metodista de São Paulo – Journalism Conference (September/2019)

Trends in journalism, routing reference how start how to start a podcast.

FAAP – Communication Week (September/2019)

Lecture opportunity to comment about research of data “Tendências do Podcast no Brasil: formatos e demandas”.

Universidade Metodista de São Paulo - Sixth semester student special class (September/2019)

Studying of podcast format storytelling in Brazilian journalism.

PERSONAL SOCIAL MEDIA

Linkedin: <https://www.linkedin.com/in/isabelamedeirosdossantos/>

Facebook: <https://www.facebook.com/profile.php?id=100008088946471>

Instagram: https://www.instagram.com/i_medeiros/

Twitter: https://twitter.com/i_medeiros