

## PERSONAL INFORMATION

## Cynthia Rosa de Jesus Lima



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**Sex** Female | **Date of birth** 17/6/1985 | **Nationality** Brazilian, With a valid Italian work permit

## PREFERRED JOB

## Consultancy / Other Positions

## WORK EXPERIENCE

September 2013–Present

**Information and Communication Specialist**

Food and Agriculture Organization of the United Nations, Rome (Italy)

- Facilitate discussion on the intranet on ways to improve FAO work, both through streamlining current processes and introducing innovative ideas;
- Contribute to FAO's social media presence through regular postings and uploading on various channels;
- Assist in preparation of workshops, training sessions and events
- Elaborate articles for FAO websites;
- Translations/Revisions Portuguese-English;
- Develop concept notes.
- Update existing intranet and internet pages created in Typo3;
- Participate in official missions to other UN agencies in meetings and seminars about social media strategies and trends, with particular emphasis on the Rome-based agencies (IFAD and WFP).

Mar 13–Aug 13

**Natural Resources and Environment Division**

FAO - Food and Agriculture Organization of the United Nations, Rome (Italy)

- Support the Implementation of the communication strategy for TECA (Technologies and Practices for Smallholders in the field);
- Assist in the preparation of presentations, poster, articles, reports, posts/updates using traditional and social media to raise awareness and promote the use of TECA
- Give presentations in face to face and virtual meetings to FAO technical divisions, FAO decentralized offices and other potential partners
- Follow-up on existing and assist to establish new partnerships within FAO and outside partners
- Review of other platforms and assess how they respond to specific knowledge needs of rural youth and women, and formulate recommendations for TECA's outreach strategy;
- Assist with other related duties.

Jan 12–Sep 13

**Project Consultant (Home Based)**

Centro de Cidadania e Atividades Sociais (Center for Citizenship and Social Activities) - NGO

Development, monitoring and evaluation of social projects; Writing projects for sponsorship announcements; Elaboration of Social Projects; Communication activities.

Jan 13–Feb 13

**Project Coordinator**

INEA - Instituto Estadual do Ambiente (State Environmental Institute) - Governmental Sector, Rio de

Janeiro (Brazil)

Development of social and environmental projects to be implemented in poor communities of the city of Rio de Janeiro;

Cross-Sector Partnerships Management.

Feb 12–Jun 12 **Communication Assistant**

Agência do Bem (Agency for the good) - NGO

- Web Communication management;
- Responsible for the general communication activities of the organization: social media, newspaper and newsletter.
- Cultural production of the project "Orquestra Nova Sinfonia", a Symphonic Orchestra of children from poor communities in Rio de Janeiro.

Apr 12–Jun 12 **Project Consultant**

INEA - Instituto Estadual do Ambiente (State Environment Institute) - Governmental Sector

Elaboration of Social-Environmental projects to be implemented in poor communities in the city of Rio de Janeiro, Brazil. Main activities: Planning, Developing and Writing social and environmental projects to cooperate with the generation of extra income for the population of the communities benefited.

Aug 11–Oct 11 **Junior Consultant**

IDT - Independent Development Trust - NGO

Performing the Project Evaluation of the MSEP (Mud School Eradication Project of the Government of South Africa) in the Klapmuts Primary School, based in the rural community of Klapmuts, Sttelenbosch, South Africa.

Activities performed: Field work; research; qualitatives and quantitatives interviews with the school community; production of the Evaluation Report; Presentation of the results to IDT.

Feb 10–Feb 11 **Corporate Social Responsibility Analyst**

Chemtech (A Siemens Company) - Private Sector

- Responsible for the Corporate Social Responsibility activities;
- Representative of the company in CEBDS (Brazilian Business Council for Sustainable Development);
- Internal Audits / Relationship with the Value Chain (main client: Petrobras)
- Planning and coordination of social projects in eight cities where the company has offices;
- Partnerships with civil society and private sector organizations;
- Organization of corporate volunteering campaigns;
- Responsible for the sponsorship of cultural, social and educational projects.

Sep 09–Jan 10 **Trainee of Corporate Social Responsibility**

Chemtech (A Siemens Company) - Private Sector

- Promotion of corporate volunteering;
- Development of campaigns for social responsibility;
- Monitoring of educational projects;
- Partnerships with civil society organizations;
- Responsible for the sponsorship of cultural, social and educational projects of the company.

Mar 08–Sep 09 **Trainee of Marketing**

Chemtech (A Siemens Company) - Private Sector

- Development of corporate communications campaigns;
- Relationship with partner universities;
- Production of technical and academic events;
- Responsible for the sponsorship of educational projects;
- Partnerships with academical institutions;
- Compliance reports.

Mar 07–Feb 08

**Trainee of Marketing**

Light Serviços de Eletricidade S/A (Energy Sector)

- Customer relationship;
- Organization of corporate events;
- Co-representation of the company in the "Consumer Council";
- Creation of projects to improve customer satisfaction.

**EDUCATION AND TRAINING**

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07/2011–11/2011

**Global Studies Program**

University of Cape Town

Social Development; NGOs.

03/2011–06/2012

**International Master in Development, Innovation and Change**

University of Bologna

Innovation, Social and Economic Development, Social Change

7/2005–2/2010

**B.A in Social Communications**

The fourth best university in Brazil (National Classification)

Universidade Federal do Rio de Janeiro (Federal University of Rio de Janeiro)

Principal subjects: Communication and Brazilian Social Reality; Economics and Communication; Communication Theory; Brazilian Human Rights; Political Communication; Communication, Globalization, Society and Technology; Subjects related with Marketing and Publicity. / Occupational skills: critical analysis of media and its impact on society; social impact of communication; technical knowledge in marketing, communications and advertising.

05/2007–12/2007

**Sustainable Entrepreneur**

Shell Brasil - Programa Empreendedorismo Sustentável Iniciativa Jovem

Entrepreneurship for Sustainable Projects

2/2000–12/2002

**Technical in Computer**

Colégio Souza Lima

Portuguese, mathematics, physics, chemistry, history, geography, biology, physical education, English. Basic programming and technical operations of computers.

**PERSONAL SKILLS**

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Mother tongue(s)

Portuguese

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2
Italian	C1	C1	C1	C1	C1
Spanish	B2	B2	A1	A1	A1
(Spanish studies in process)					

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2: Proficient user  
[Common European Framework of Reference for Languages](#)

**Communication skills**

- Excelent communication skills;
- Team spirit;
- Facility to work in stressful situations;

**Organisational / managerial skills**

- Good capacity of organization and planning;
- Leadership;
- Manegement of social projects;
- Facility to adapt to new situations, cultures and environments.

**Computer skills**

- Good command of Microsoft Office tools (Word, Excel, Power Point, Internet);
- Good knowledge of social media.

**Other skills**

- Creation and organization of the "Innovative Ideas to Feed the World - Young Professionals Conference" held at FAO Headquarters, on 21st May 2013. The purpose of the event was to open up a space for young professionals, up to 35 years old, to share their innovative ideas to overcome world hunger and malnutrition. The Conference was attended by young professionals from the three Rome-based agencies, with opening remarks by FAO Director-General, José Graziano da Silva.
- Volunteer consultant - social development issues -, from 2006 to 2009, in CCAS, a NGO located in Sulacap, a poor area of Rio de Janeiro;
- Organization of the FO.CO.S, a forum for social awareness which takes place in Rio de Janeiro annually since 2007;
- Volunteer work in the B.E.S.T Centre Cape Town (Basic Education and Skills Training) with homeless children and refugees in South Africa.

**Driving licence** A1, A

**ADDITIONAL INFORMATION**

**References** Contact persons (referees):

- Karin Nichterlein (FAO) - [karin.nichterlein@fao.org](mailto:karin.nichterlein@fao.org) - Agriculture Research Officer
- Denise Cardoso - Ex HR Director of Chemtech (A Siemens Company): [denisecardoso@hotmail.com](mailto:denisecardoso@hotmail.com)
- Alan Maia - Founder of "Agência do Bem": [alanmaia@agenciadobem.org.br](mailto:alanmaia@agenciadobem.org.br)
- Ingrid Gerolimich - Chief - State Environment Institute: [ingridgerolimich@ambiente.rj.gov.br](mailto:ingridgerolimich@ambiente.rj.gov.br)