

Laura Bruscagin

Communication Strategist | Storytelling, Partnerships & Community Building

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Profile

Communication strategist with 7+ years of experience building brands, communities, partnerships and impact-driven initiatives across nonprofit, corporate and international sectors. Experienced in leading communication functions, shaping narratives, managing cross-sector collaborations and turning ideas into campaigns, projects and experiences that engage people and drive meaningful action. Former Head of Communications at one of Brazil's leading social impact organizations, with experience developing campaigns, partnerships and engagement strategies for organizations including UNHCR, PicPay, Johnson & Johnson and Nissan.

Core Skills & Keywords: Content Strategy; Marketing Strategy; Sustainability & ESG Communications; Stakeholder Communications; Project Management; Business-facing Content; Thought Leadership; Newsletter Strategy; LinkedIn Strategy; Instagram Strategy; Media relations; Content Repurposing; Editorial Processes & Workflows; Copywriting & Editing; Accessibility (WCAG Standards); Multichannel Content; Process Documentation; Remote & Asynchronous Collaboration

Experience

Marketing Coordinator | Turma do Jiló | 12/2023 - 12/2025 | Award-winning social enterprise and UN Global Compact signatory promoting inclusive education and social change. **Focus areas:** education equity, public engagement, inclusive communication, human rights, digital participation.

- **Structured and led the organization's communications department**, aligning marketing, storytelling and public engagement efforts with organizational growth, partnerships and fundraising objectives.
- **Defined communication strategy**, editorial priorities and channel positioning across digital platforms (Instagram, Youtube, LinkedIn, Facebook and newsletters), campaigns, reports and institutional communications, advising leadership on messaging, audience engagement and strategic focus.
- Designed and implemented scalable **communication processes and workflows**, improving cross-team collaboration, content quality and operational efficiency.
- Developed **strategic narratives, reports, case studies and communication assets** that strengthened stakeholder engagement, donor relationships and organizational visibility.
- Managed executive communications and **thought leadership initiatives**, including content strategy, copywriting and LinkedIn positioning for the organization's leadership.
- Translated complex social, educational and policy-related topics into **compelling narratives for diverse audiences, including donors, corporate partners, public institutions and community stakeholders**.
- Led the development of **annual impact and donor reports**, supporting transparency, fundraising efforts and relationship-building with key supporters.
- Built and managed partnerships with corporations, NGOs and international networks, including **UN Global Compact, SXSW EDU and Nexus Global**, expanding the organization's visibility and collaborative opportunities.
- Led communication and engagement initiatives for multinational partners including **Johnson & Johnson, P&G and Nissan**, developing campaigns, educational

- experiences and stakeholder engagement strategies.
- Directed media relations and public visibility efforts, securing earned media coverage in leading Brazilian outlets including Folha de S. Paulo and Estadão.
- Produced **multilingual communications** and partnership materials in English, Spanish and Portuguese for local, regional and international audiences.
- Co-led the organization's 10th Anniversary campaign**, engaging more than 400 stakeholders and strengthening relationships with donors, partners and community members.
- Collaborated with **cross-functional teams** across Latin America, Europe and North America, managing projects and partnerships in remote and asynchronous environments.

Project Assistant | Turma do Jiló | 04/2022 - 12/2023

- Supported the organization's **strategic planning and rebranding process (2025–2027)**, contributing to ESG-aligned positioning, messaging and impact metrics.
- Collaborated with UNHCR, UN Women, and UN Global Compact to support refugee women through intercultural, **human-centered communication materials and employability storytelling**.
- Designed and delivered communication strategies** that centered dignity, diversity, and inclusion, increasing engagement among underrepresented communities.
- Advised on and implemented **accessible content standards**, training a cross-functional team and increasing engagement by 57%.
- Developed and repurposed content across formats, transforming research, events and discussions into **newsletter, social and long-form assets**.
- Created interview scripts, panel narratives and long-form storytelling for global events, including the **Nexus Global Summit (New York)**.
- Co-created and led a women's empowerment project awarded **2nd place in a public ESG-focused grant call**, serving 100+ women.
- Managed all incoming messages**, from email and social media to WhatsApp

Communications Intern | Turma do Jiló | 10/2020 - 04/2022

- Supported content production for digital channels, **editorial calendar management**, and coordinated visual-identity updates.
- Assisted in the creation of inclusive educational materials, accessibility reviews, and press-release writing.
- Managed all incoming messages, from email and social media to WhatsApp
- Maintained **organized digital asset libraries** and communication archives

Volunteer Head of Art Direction | Digital & CO | 04/2021 - 10/2021

- Led creative direction for student-run marketing consultancy supporting small businesses during the pandemic.
- Oversaw branding, visual identity, and digital-marketing materials that improved clients' online visibility.

Volunteer Team Leader | Cirenas Costa Rica | 05/2019 - 07/2019

- Led intercultural volunteer teams in regenerative, eco-centered conservation programs, strengthening collective leadership and environmental awareness.

Education

Bachelor's in Advertising and Publicity | Faculdade Cásper Líbero

GPA 9.5/10; Final Thesis: *Brand Community Strategy for Bolovo* (Grade 10/10)

Awards and Recognitions

- 2nd Place – SMPED-SP Public Call for Women's Empowerment Project at Turma do Jiló (2023)
 - Shortlisted – Effie College Awards 2023 (Campaign for Claro Brasil)
 - Certificate – Communicational Accessibility (SMPED Municipal Secretary for Persons with Disabilities)
 - Certificate – Audio Description (Ver Com Palavras)
 - Member – Nexus Global Community
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Skills

Marketing & Communications:

Content Strategy; Marketing Strategy; Sustainability & ESG Communications; Stakeholder Communications; Project Management; Business-facing Content; Thought Leadership; Newsletter Strategy; LinkedIn Strategy; Instagram Strategy; Youtube Strategy; Design Thinking; Media relations; Content Repurposing; Editorial Processes & Workflows; Editorial Calendar Management; Copywriting & Editing; Accessibility (WCAG Standards); Multichannel Content; Multicultural and multilingual storytelling; Donor Communications; Process Documentation; AI-powered Content Production; Remote & Asynchronous Collaboration

Tools:

Canva Pro; Microsoft Office 365; Advanced PowerPoint presentation design; Google Workspace; Google Gemini; ChatGPT; Trello; Notion; Mailchimp

Languages:

Portuguese (Native) | English (Fluent – C2) | Spanish (Intermediate – B1)