

Maria Clara Parada

Info

Nationality: 

Date of birth: 08/06/1991

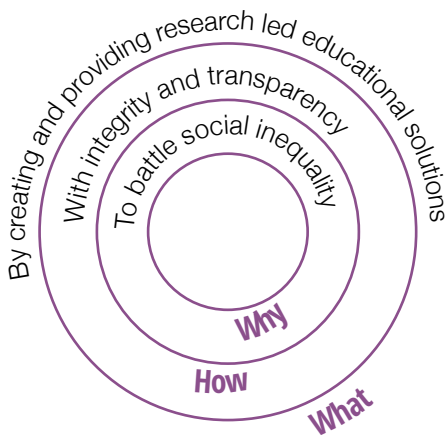
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My golden circle



Timeline

Professional

Manchester Creative Studio

2016

Volunteer Assistant Creative Media Coach for Years 10 to 12 while writing my dissertation project for Hyper Island.

Antonieta e Leon Feffer School

2015

Managed the school's communication team, being responsible for events coverage strategy, graphic material production and social media postings.

CartaCapital

2013 - 2015

Founded the video department of the magazine's website, producing over 100 news stories and managing its Youtube channel. Later, I also assisted on the production of small to medium events.

Freelancer

2011 - Present

Produced, shot and edited music video clips and making of's; Created websites; Facilitated workshops; Photographed events.

Short films

2009 - 2013

Directed, produced, edited and assisted on multiple functions in over 20 short films during my University years.

Caju Produções

2009 - 2011

Acted as assistant producer, assistant editor and lead editor for a tourism TV show aired in a major Brazilian network.

Education

PGCE Art and Design

2017 - 2018

Teacher training at Manchester Metropolitan University. Planned, delivered and assessed lessons for KS3 and KS4 at Audenshaw School and St Peter's RC School.

Hyper Island

2016 - 2017

Master's degree in Digital Media Management. Dissertation focused on the employment of Digital Media as a tool for teaching children and teenagers interpersonal skills.

Fundação Armando Álvares Penteado

2009 - 2013

Bachelors degree in Communications. Area of study: Film

Robert Mckee

Screenwriting workshop

New York Film Academy

4-week Filmmaking Workshop

Passions



Bonsai and gardening



Education and innovation



Art, media and culture



Gaming

Skill set

Languages

English



Italian



Portuguese



Softwares

Final Cut



inDesign



Photoshop



Illustrator



Adobe Premiere



Personal

Facilitation



Leadership



Management



Design Thinking



Coaching



Detailed Work Experience

Freelancer

2011 - Present

Worked on a variety of projects: Shot and edited making ofs; Shot and edited rock band performances at a local festival, entitled Manifesto Rock Fest; Produced, directed, shot and edited video-clips; Photographed small events; Edited casting tests for Sentimental, an ad agency based in São Paulo; Worked for RG, a Brazilian fashion and celebrity magazine, as a reporter for their website. There, I covered the 2013 fall season São Paulo Fashion Week. Recently, I have facilitated workshops and built websites for small businesses.

Assistant Creative Media Coach

@ Manchester Creative Studio

Sept 2016 - Dec 2016

As volunteer Assistant Creative Media Coach I support groups from Years 10 to 12, aiding students with their photography and video assignments. I also engage on supervised one on one coaching sessions with the objective of bringing them future career insights. I worked in partnership with the Manchester Creative Studio as part of my Master's degree dissertation for Hyper Island.

Head of Marketing

@ ALEF School

Jul 2015 - Dec 2015

Head of the communications and marketing department at a school which educates over 500 students, ranging from 6 to 17 years old. I was responsible for all social media postings, planning the coverage strategy for events and executing part of said coverage — as a photographer or video maker. I managed a team of two, a photographer and a designer with whom I work closely, always thinking of better solutions for the school's demands. This semester we had some significant projects, such as a R\$ 100.000 crowdfunding campaign for a new classroom at our second unit, located in the heart of the Praisópolis community, one of the poorest neighborhoods of São Paulo.

Marketing Assistant

@ CartaCapital

Apr 2014 - Jan 2015

As marketing assistant, I used to be responsible for the production of small to medium events for the magazine, a series called "Capital Dialogues", that discusses relevant issues of the contemporary world, such as Sustainability, Major Urban Problems and Inventive Solutions. My main tasks were controlling budgets and schedules, managing participants and speakers, as well as supervising the promotion of the events.

Head of Video

@ CartaCapital

Mar 2013 - Apr 2014

As a full-time Editor, I founded the video department of the magazine's website following a communications plan of my authorship, being responsible for the execution of over 100 videos, as editor, director and/or cinematographer. I maintained the Youtube account, planning and managing the channel and its regular schedule, while working closely with reporters to meet their needs regarding the narrative of video interviews and news stories. I was in constant contact with freelancers from all around Brazil in order to source a good variety of videos for our viewers. I was also responsible for supervising an external live streaming team that filmed our in-house events.

One of my greatest accomplishments was the production of a live talk show entitled "Programa Piloto" hosted by four important Brazilian figures: renowned journalist Leonardo Sakamoto; PC Siqueira, one of the country's biggest youtubers; Karina Buhr, a feminist icon and singer; and Ferréz, author and social activist. My second highlight was the execution of an 18 minute short documentary about the 2013 series of protests in Brazil, entitled "020". I saw the project through from start to finish. CartaCapital is a politics, economics and culture weekly publication with more than 80 thousand issues. It is known for its outspoken editorial alignment.

Assistant Producer and Editor

@ Caju Produções

Jan 2009 - Oct 2011

I worked full-time as assistant producer, assistant editor and editor for a TV tourism program entitled "No Coração do Brasil"/"In the Heart of Brazil", hosted by José Luis Datena, aired on Bandeirantes, one of the major communication networks in Brazil.