

Janine Furtado

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Summary

Sustainability communications professional with 6+ years of experience across multiple continents in climate tech, nature finance, food systems, and urban planning. Proven track record in content creation, storytelling, stakeholder engagement and distilling research into actionable insights. Proficient in English, French, Portuguese, and Spanish with a Master's in International Development Studies from the Graduate Institute Geneva.

Work Experience

Communications, Marketing, and Research Freelancer, Remote, July 2023 – Present

- Providing communications, marketing, and research services for sustainability clients such as Vested Futures, an ESG technology marketplace, the Overbrook Foundation which funds climate and human rights causes, and Nature Tech Collective, a public-private alliance closing the nature finance gap.
- **Freelance Content Lead for the Nature Tech Collective, February – May 2024**
 - Edited blog articles; improved upon and published the client's monthly newsletter.
 - Ran regularly scheduled content on the client's LinkedIn, growing their following by 47% in 90 days.
 - Researched, co-wrote, and managed the peer-review editing process of a 50+ page nature fintech sector analysis report draft on nature and climate finance instruments, nature-related financial disclosures, and technology applications. Report was geared towards financial institutions and corporates looking to scale ESG and investment opportunities for better monitoring and monetization of conservation spaces.

Global Enabling Sustainability Initiative (GeSI), Remote – Europe, Africa. Headquarters: Brussels, Belgium

Digital with Purpose Communications and Operations Officer, June 2022 – December 2022

- Managed stakeholder content management system database, addressing membership and program inquiries regarding metrics submissions on corporate ESG reporting for the digital technology sector.
- Developed and published communication materials including newsletters, blogs, websites, and press releases.
- Served on the coordination committee and as acting webmaster for the flagship Digital with Purpose Global Summit with 1400 attendees in-person and online with 100+ speakers covering a variety of sustainability topics.

United Nations Organizations and Related Entities: International Trade Centre (ITC); International Organization for Migration (IOM); 4SD – Skills, Systems, and Synergies for Sustainable Development, Geneva, Switzerland

Communications Consultant, October 2020 – May 2022

- Drafted, edited, and published English-language newsletters, press releases, web stories, audio-visual scripts, infographics, and other communications materials for dissemination among government officials, international organizations, and the general public on a variety of topics: Central Asian SME access to international trade, international on immigration procedures and assimilation to Canada, and national food systems transformation at the global level.

Highlights

- Supported the United Nations Food Systems Summit Dialogues 2021 follow-up efforts, facilitating the transformation of food systems in 100+ countries worldwide.
- Set up communications best practices on improving access to international trade, oversaw the creation of a website and newsletter, and managed communications consultants across five Central Asian project countries.

Global Alliance for Improved Nutrition (GAIN), Geneva, Switzerland

Intern for the Targeted Dietary Improvements Programme, November 2019 – May 2020

- Provided comprehensive program support on childhood nutrition-related presentations, documents and training materials, improved a funders' landscape mapping with migration to Salesforce, and coordination of a Food Systems Dialogue event.

Ignitia AB, Accra, Ghana

Communications Coordinator, April 2018 – September 2018

- Executed communications and social media strategies for a weather and agricultural social enterprise.
- Collaborated with designers and photographers to create digital marketing materials and presentations with the aim of building upon the company's fledgling branding strategy for agricultural supply chain clients.
- Conducted UX research and audience surveys for the creation of a weather forecasting application.

CGIAR Research Program on Water, Land and Ecosystems (WLE), Colombo, Sri Lanka

Princeton in Asia Fellow at the International Water Management Institute, July 2015 – June 2016

- Managed the research program's international development blog on sustainable agriculture and water governance initiatives in Africa and Asia, led social media campaigns, and revamped a monthly e-newsletter.
- Edited approximately 100 written blogs, conducted video interviews, and produced photo stories to present scientific research findings to the public.
- Documented and photographed field interviews in Bangalore, India to examine the social, economic, and environmental impacts of rapid urbanization on the city's agricultural periphery.

Education

Master of Arts in Development Studies, Graduate Institute of International and Development Studies (IHEID), 2018-2020, *Geneva, Switzerland*

Specialization: Environment, Resources, and Sustainability

Minor: Mobilities, Spaces, and Cities

Bachelor of Arts in Environmental Planning and Policy, Binghamton University, 2010-2014, *New York, USA*

Minor in French Language and Literacy, Institute of American Universities, 2013, *Aix-en-Provence, France*

Awards

- **Rotary Global Grant Scholarship Recipient**, 2018-2020, *Geneva, Switzerland*
- **Princeton in Asia Fellowship**, 2015-2016, *Colombo, Sri Lanka*

Languages, Skills, Volunteer Work, Geographical Experience

Languages

- **English:** native speaker, C2
- **French:** C1/C2
- **Portuguese:** B2
- **Spanish:** B1/B2

Professional Skill Workshops (Graduate Institute)

- Gestion de Projets (Project Management)
- Personal Presence and Business Storytelling
- Social Innovation Skills

Computer Skills

Microsoft Office, Google Suite
Mailchimp and Email Marketing Platforms
Salesforce and CRM, Hubspot Inbound Marketing
WordPress, Drupal, Wix, Canva, Figma
Video Editing, Adobe Lightroom and Premiere Pro
Facebook, Twitter, LinkedIn, Instagram

Geographical Work Experience

USA, France, Sri Lanka, Laos, Ghana, Switzerland