

joana feliciano



+351 926 861 064



Currently: Portugal
100% available for international deployment and relocation



info@joanafeliciano.com
joanafelicianoprofissional@gmail.com



www.joanafeliciano.com



linkedin.com/in/joana-feliciano/

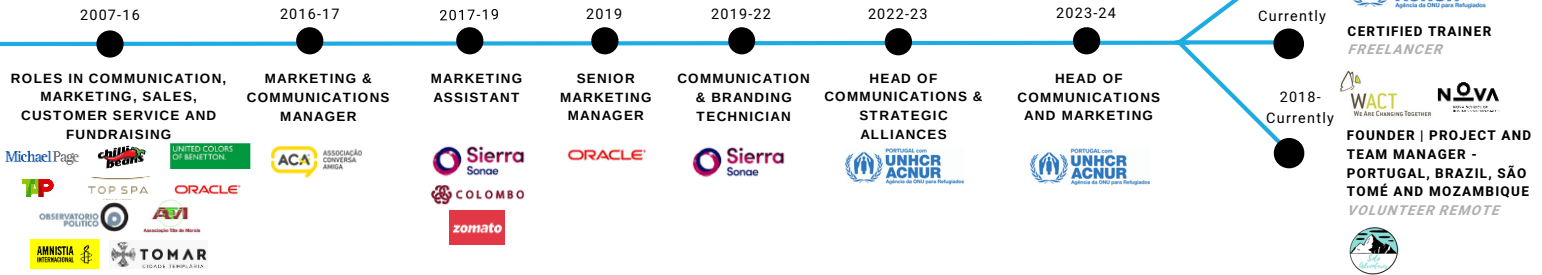
I am a **dedicated advocate for meaningful change and a bridge builder.**

With a solid foundation in the **humanitarian sector**, I am driven to contribute to sustainable social impact. My experience in **international development, communications, marketing, donor relations, and stakeholder management** has equipped me to support organizations in their missions. Skilled in monitoring and evaluation (M&E), proposal writing, impact reporting, and communications strategy, I am committed to delivering clear and effective messaging to both internal teams and external stakeholders. I am eager to apply my expertise to empower communities, drive fundraising efforts, and collaborate on results-based projects that help mitigate the lasting effects of inequality, poverty, and human rights challenges.



PROFESSIONAL BACKGROUND

EMEA | AMER | LATAM



LIFE EXPERIENCE

EUROPE | AFRICA | MIDDLE EAST

- TEAM & PROJECT MANAGEMENT ON POST-CONFLICT ENVIRONMENT, GENDER AND WOMEN'S EMPOWERMENT AND GENDER-BASED VIOLENCE (GBV) PREVENTION
 - Portugal | Brazil | São Tomé and Príncipe | Mozambique | Greece
- REPRESENTATIVE AND PUBLIC AFFAIRS ON INTERNATIONAL DEVELOPMENT COOPERATION
 - São Tomé and Príncipe | Portugal | Mozambique
- FOUNDER AND MENTOR OF SOCIAL ENTREPRENEURSHIP PROJECTS
- VOLUNTEERING & ASSOCIATIVE ACTIVISM
 - Portugal | São Tomé and Príncipe | Greece | Middle East countries



EDUCATION

<p>POSTGRADUATE STUDIES HUMANITARIAN MISSIONS, DISASTERS AND CONFLICTS MANAGEMENT Portuguese Red Cross College of Health, Remote 2025-2026</p>	<p>MASTER'S DEGREE MARKETING Thesis: "Social media networks in the third sector: the road to sustainability" here ISEG, Portugal 2016-2018</p>	<p>POSTGRADUATE STUDIES MARKETING MANAGEMENT, COMMUNICATION AND MULTIMEDIA IDEFE, ISEG, Portugal 2015-2016</p>	<p>ERASMUS INTERNATIONAL AFFAIRS Fatih University, Türkiye 2011-2012 full year</p>	<p>ISCSP BACHELOR OF SCIENCE INTERNATIONAL RELATIONS ISCSP, University of Lisbon, Portugal 2009-2012</p>
---	--	---	---	---

INTENSIVE COURSES

<p>Catholic University, Portugal Advanced specialization in Positive Psychology and Logotherapy 2022</p>	<p>apan APAN, Portugal Google Ads 2021</p>	<p>IES Social Business School, Portugal Impact and implementation of social entrepreneurship projects 2021</p>
<p>University of Pennsylvania, USA, Remote Positive Psychology: Applications and Interventions 2020</p>	<p>Lisbon Digital School, Portugal B2B Marketing Digital 2020</p>	<p>European Parliament, Belgium European Negotiation 2015</p>
<p>Google, Portugal In-person Marketing Digital Atelier 2019</p>		

OTHER COURSES

- Press and digital journalism
- Social Entrepreneurship & Project Management
- Organization and management of events
- Training of trainers (CCP)
- Coaching & Leadership
- Programming, Data Analysis, Web Development (Ruby) and Design - Le Wagon & CMLisbon 2013-2024

SKILLS

<p>Strategic Communication (Internal And External)</p> <p>Partnership Development And Fundraising</p> <p>Spokesperson and Advocacy Mission-driven With Results Orientation</p> <p>Stakeholder Engagement</p> <p>Thoroughness, Accountability, And Responsibility</p> <p>Planning, Prioritization, and Operational Efficiency</p>	<p>Team And Project Leadership / Management with Critical Thinking and Strategic Vision</p> <p>Cross-cultural Competence</p> <p>Active Listening, Empathy And Emotional Intelligence</p> <p>Self-motivation And Proactivity</p> <p>Teamwork And Collaboration</p> <p>Resilience & Work Under Pressure</p> <p>Creative Problem-solving</p> <p>Adaptability to Challenging Contexts</p>	<p>MICROSOFT TOOLS Outlook, Excel, PowerPoint, Word, Teams, OneNote, SharePoint</p> <p>CONTENT MANAGEMENT SYSTEM Wordpress, Wix, Google Sites, Shopify</p> <p>INTERNAL & EXTERNAL COMMUNICATION B2B/B2C - Fairs, webinars, summits, conferences, forums, concerts, product launches, press conferences, and fundraising events.</p> <p>CUSTOMER RELATIONSHIP MANAGEMENT Mailchimp, Hubspot, Monday, Salesforce</p>	<p>INBOUND & OUTBOUND MARKETING Content creation with SEO techniques - lead magnets, blogging, research; Email marketing; Direct mailing; Traditional Advertising - ads in newspapers, magazines, radio, television, billboards, and other</p> <p>PUBLIC RELATIONS AND MEDIA RELATIONS Strategic positioning with the creation and impact monitoring of press releases, statements, inquiries, and the management of media, public figures and other stakeholders.</p>	<p>EMAIL MARKETING Mailchimp, E-goi; Salesforce Marketing Cloud</p> <p>DATA ANALYTICS Google Analytics, Meta Business Suite, SEMrush, Hotspots, Salesforce Analytics Cloud Analytics, Mention, Cision, Media Sentiment Analysis, SROI & ROI, SPSS, Excel</p> <p>GRAPHIC DESIGN Photoshop, Illustrator, Indesign, Canva</p>	<p>SOCIAL MEDIA MANAGEMENT Facebook, Instagram, LinkedIn, X (former Twitter), Snapchat, TikTok, Pinterest, You Tube</p> <p>PAID MEDIA & SEARCH ENGINE MARKETING Paid Search Advertising (PPC) - Google Ads; Meta - Facebook & Instagram, LinkedIn, Programmatic advertising; Display Advertising; Remarketing/Retargeting</p> <p>HTML CSS GIC NET MICROS FIDELIO ORACLE PHC SAP</p>
--	---	--	--	--	---

LANGUAGES

Written and spoken

<p>Portuguese NATIVE</p>	<p>English C1</p>	<p>French B2</p>	<p>Spanish A2</p>	<p>Turkish A1</p>
--	---	--	---	---

ADDITIONAL INFORMATION

Driver's License
 Category B, active and valid for international use.

CERTIFIED CPR FIRST AID TRAINED
CPR and First Aid Certification
 In Progress (Expected Completion: 2025).

KEY PROJECTS AND ACHIEVEMENTS

+750,000€
in funds raised
as part of
management
teams for
successful
project delivery.

+50h
of media
interviews as
spokesperson for
organizations and
projects, raising
awareness on
social issues.

+150
volunteers
managed across
multicultural teams
from different
countries.

+100h
of training delivered
to diverse
audiences, including
vulnerable groups in
multicultural
contexts.

+20
partnerships large-scale
events built, including
advocacy with local and
international
organizations,
enhancing project
impact.

+15
manuals, reports and
toolkits developed,
directly benefiting
200+ individuals.

+10
campaigns and
community
events
organized.



Portugal com ACNUR / UNHCR | Refugees, Internally Displaced Persons (IDPs), Stateless Persons, Asylum Seekers, Host Communities, and other individuals in need of international protection in humanitarian emergency contexts. The responses focus on areas such as WASH (Water, Sanitation and Hygiene), Psycho-Social Support, Nutrition and Food Security, Shelter, Gender-Based Violence Response, Health, Education, and other critical needs.

Role: Head of Communications and Strategic Alliances / Marketing / External Relations
Location: Portugal, Angola, Worldwide | **Date:** 2022-Currently

- Strategic Communications:** Designed and implemented innovative, long-term communication strategies aligned with global organizational objectives, adapting to dynamic contexts and emerging humanitarian needs.
- Campaign Management:** Led the planning and execution of impactful awareness and fundraising campaigns, including the award-winning "Vidas ao Contrário" Campaign, which won 2 Bronze awards at the Lusófonos da Criatividade in 2022/2023 and the activation "Food for the Soul" ([here](#)).
- Media Relations:** Developed and nurtured a robust network of online and offline media contacts, acting as a spokesperson and coordinating press releases, media kits, and interviews to amplify campaign visibility. (See some examples of interviews [here](#), [here](#) and [here](#)).
- Humanitarian Emergencies:** Actively engaged with humanitarian responses such as Mozambique, Angola, and Ukraine, contributing to fundraising efforts and aligning communication strategies to amplify awareness and support for these crises.
- Fundraising Initiatives:** Developed private sector partnerships and fundraising strategies, increasing donor engagement to support humanitarian projects, including the Refugee Training Center in Viana, Angola.
- Project Monitoring:** Collaborated closely with local teams to monitor and support projects on the ground, ensuring alignment with organizational objectives and maximizing impact.
- Event Organization:** Coordinated high-impact events such as World Refugee Day and year-end campaigns, engaging key stakeholders, celebrities, and the public to enhance visibility and advocacy efforts.
- Content Creation & Oversight:** Managed content strategies for online and offline platforms, ensuring alignment across digital marketing, public relations, and fundraising initiatives. Produced and managed content across various platforms, including the website, social media, newsletters, and paid online and offline campaigns, ensuring alignment with organizational objectives and audience engagement.
- Internal Communications:** Strengthened internal communication channels to align teams and optimize information flow within the organization.
- Partnership Development:** Cultivated and managed strategic alliances with private sector donors, conducting Corporate Social Responsibility (CSR) analyses and due diligence to secure impactful collaborations.
- Monitoring & Reporting:** Coordinated impact reports and ensured compliance with international strategic plans, while maintaining CRM systems to track donor engagement and funding allocation.



Ubuntu United Nations Program & Ubuntu Leaders Academy | Supported by a global community of youth leaders, social impact organizations, academic institutions, philanthropists, and individuals committed to promoting peace, justice, and the principles of Ubuntu.

Role: Ambassador / Facilitator (Invited/Volunteer)
Location: Europe, Africa and Middle East, Worldwide | **Date:** 2021-2024

- Played a central role as host and Ambassador ([here](#)) in the [Ubuntu United Nations Program](#), a global initiative to train a new generation of youth leaders from 193 countries, promoting dialogue, tolerance, and peacebuilding through the Ubuntu philosophy: "I am because you are".
- Supported the launch of a global youth leaders network, creating platforms for intercultural collaboration and addressing key global challenges such as poverty, inequality, discrimination, and Human Rights.
- Facilitated 20+ training sessions for young leaders in Africa and the Middle East, empowering participants to foster inclusion and drive social change in multicultural contexts.
- Coordinated communication efforts to amplify the program's reach, with endorsements from global figures such as José Ramos Horta (Nobel Peace Prize Laureate) and Marcelo Rebelo de Sousa (President of Portugal).
- Adapted training materials to ensure cultural relevance and accessibility for diverse participants, contributing to the program's long-term impact.
- Interviewed by national media outlets, enhancing public engagement and raising awareness about the initiative (See interview: [here](#)).
- Contributed to impact assessments, highlighting the program's success in building leadership capacity and fostering a culture of peace (Results: [here](#)).

Solo Adventures | Individuals facing vulnerability and/or lacking life guidance, striving to enhance their personal development, well-being, and mental health, with a focus on realizing their life aspirations and goals.

Role: Founder & Board Member | Project and Team Manager (Volunteer)
Location: Portugal, Brazil, São Tomé, Mozambique | **Date:** 2018-Currently

- Founded and led Solo Adventures, a non-profit association from the ground up, including creating the website, establishing the organizational structure, and leading the recruitment, selection, and training processes for new team members and volunteers.
- Developed and implemented social projects focused on mental health, well-being, and self-awareness, empowering individuals to live a purposeful life aimed at enhancing individual growth and creating social impact.
- Managed over 100 volunteers across multiple countries, guiding their involvement in projects supporting homeless individuals, Roma ethnic groups, unemployed people, internally displaced persons (IDPs), and those at risk of gender-based violence.
- Established and maintained relationships with local and international partners and stakeholders, seeking funding and support for the organization's social projects.
- Coordinated fundraising initiatives, ensuring resources were secured for the execution of projects in vulnerable communities.
- Created a range of solidarity products, including an eBook, journals/planners, a self-awareness card game, and manuals, to promote self-development and raise funds for projects.
- Strengthened the sustainability and impact of the organization by overseeing its organizational development and strategic planning.
- Engaged local communities to promote purposeful living and mental health, organizing workshops and providing ongoing support.
- Led the development of a safe, inclusive environment for people from diverse backgrounds to connect, learn, and grow.



Dräpen i Havet | Forcibly displaced individuals from the Middle East and Africa, fleeing conflict, war, and persecution.

Role: Humanitarian Aid Volunteer - Skaramagas & Elefsina Refugee Camps
Location: Athens, Greece | **Date:** 2022-Currently

- Worked directly with babies, children, youth, and mothers, offering support in breastfeeding, educational games, and recreational activities to aid in emotional recovery and daily life adaptation.
- Launched a successful book donation campaign to enhance the refugee camp library, collecting over 300 books, with pro bono transportation support for international delivery.
- Facilitated activities promoting psychosocial well-being, encouraging social integration and mutual understanding among refugees from diverse backgrounds.
- Provided critical support in a multicultural environment, addressing the specific needs of families affected by trauma and displacement.

Associação Conversa Amiga | Support for homeless individuals and vulnerable communities through health projects, psychosocial support, and companionship.

Role: Communication & Marketing Manager
Location: Portugal | **Date:** 2016-2017

- Led communication and marketing activities, managing the development and execution of strategies to increase visibility and engagement.
- Program Development:** Created and implemented a partnership program with private sector entities to enhance collaboration and secure funding.
- Impact Monitoring & Evaluation:** Led and implemented the organization's monitoring and impact evaluation processes to assess the effectiveness of its initiatives and improve program outcomes.
- Campaign Management:** Coordinated fundraising campaigns both online and offline, including events and street-based face-to-face engagements, increasing awareness and support.
- Content Creation:** Developed and managed content for social media, website, newsletters, and press releases, ensuring consistent messaging and alignment with organizational goals.
- Media Relations:** Oversaw clipping services and built relationships with national and international media to amplify the organization's presence.
- Project Management:** Managed the "Quiosque da Saúde / Health Kiosk" project in various locations across Portugal, providing health and social services to homeless individuals and vulnerable communities. Ensured seamless execution and strong engagement from stakeholders, coordinating activities and support across multiple sites.
- Event Management:** Organized institutional and fundraising events to raise awareness and support for the organization's mission.
- Rebranding:** Led the rebranding of the organization's logo and overall image, significantly enhancing its public perception and aligning with the mission and vision.
- Partner & Associate Relations:** Focused on the collection and retention of associates and partners, contributing to the organization's long-term growth and sustainability.



Crescer, Ser São Tomé Social Project | Support for children, youth, and families with individuals with special educational needs.

Role: Co-Founder and Project Coordinator
Location: São Tomé and Príncipe | **Date:** 2013-2014

- Founded and implemented a community-based project focused on non-formal education and social integration for children and youth, including those with special educational needs, in Roça Agostinho Neto, Canavial, and Guadalupe.
- Conducted door-to-door identification of children with special educational needs, raising awareness among families and securing consent for their participation in group capacity-building sessions.
- Designed and developed a practical manual with exercises and strategies for integrating children with special educational needs into daily activities and community programs.
- Delivered interactive workshops and group activities, fostering inclusivity and empowerment among 50+ beneficiaries.
- Established partnerships with the National Association of Persons with Disabilities and the Association of the Blind and Partially Sighted of São Tomé, enhancing the project's reach and impact.
- Organized a final celebration event, bringing together beneficiaries, families, and partners to showcase progress and achievements, strengthening community bonds.
- Collaborated with national media outlets, which covered the project and final event to raise public awareness about the importance of inclusion for children with special educational needs. (See interview [here](#))

Amnesty International Face to Face Program | Committed to defending human rights, promoting justice, and advocating for the protection of individuals facing oppression and abuse worldwide.

Role: Street Fundraiser
Location: Portugal | **Date:** 2010

- Engaged with the public to raise awareness about Human Rights issues and Amnesty International's mission.
- Successfully recruited new long-term donors per month, helping exceeding team targets.
- Built rapport with diverse audiences, enhancing communication and persuasion skills.
- Participated in daily team briefings to refine strategies and share best practices, contributing to the increase in overall campaign performance.
- Represented the organization in a professional and passionate manner, strengthening its public image and donor relationships.

