





GABRIELA BORGES

Communications Manager
MSc International Management

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OBJECTIVE

Experienced communications professional with over four years' international experience successfully developing and executing communications strategies for multinational companies in various industry sectors, currently looking for a new opportunity to provide creative and engaging communications solutions.

PROFESSIONAL EXPERIENCE

- AUTONEUM, SUÍÇA — INTERNAL COMMUNICATIONS MANAGER**
March 2019 - February 2020
Lead Group Internal Communications providing support across corporate functions and geographies. Implement internal communication strategies globally and create concepts to advance internal communications and employee engagement. Develop relevant content for Autoneum employees worldwide, including the delivery of CEO messages, management of the global editorial plan for the intranet, as well as the biannual employee digital magazine.
Skills: internal and external communication content; online content development and management, project management, strategic planning, event management.
- ABB, SWITZERLAND — COMMUNICATIONS SPECIALIST**
June 2018 - March 2019
Designed communication strategies and executed tactical plans for the Procurement & Logistics and Planning & Fulfillment departments. Created strategic messages, maintained and further developed internal communication tools and channels to ensure effective reach of target audiences. Managed the editorial strategy and online content for internal and external channels.
Skills: internal and external communication content; online content development and management, project management, strategic planning, event management.
- SYNGENTA, SWITZERLAND — COMMUNICATIONS SPECIALIST VEGETABLE SEEDS**
January 2017 - June 2018
Supported the development and successful implementation of internal and external communication plans. Built and managed internal communications channels to engage and strengthen the global community. Coordinated and enabled an internal network of communicators and ambassadors. Managed and delivered the editorial program. Established metrics to evaluate communication effectiveness.
Skills: internal communications, organizational and communications skills, project management, event planning and management.
- SYNGENTA, SWITZERLAND — HR COMMUNICATIONS TRAINEE**
January 2016 - December 2016
Supported global and local communication projects. Developed and delivered HR editorial calendar. Created editorial content for the internal news portal. Designed and maintained multiple HR intranet sites. Created agency, photography and stakeholder briefings. Planned and implemented regular employee engagement activities. Developed a new social media strategy for the HR community.
Skills: internal communications, editorial content development, cross functional awareness, project management, event planning and management.
- WISE UP, BRAZIL — ENGLISH LANGUAGE INSTRUCTOR**
September 2013 - January 2014
Conducted English conversation and grammar classes for non-native speakers, developed engaging lesson plans and insightful cultural activities to guide the students' development and understanding of the English language.
Skills: full proficiency in writing and speaking English; oral and written communication skills; organizational skills and the ability to manage multiple priorities.
- ARCELORMITTAL, BRAZIL — COMMUNICATIONS INTERN**
January 2013 - September 2013
Developed internal communication content for newsletters and website advertisements. Implemented internal communications campaigns, worked closely with suppliers to deliver communication campaigns. Assisted on event planning and execution.
Skills: development of employee engagement content, event management, communication planning and execution, project management.
- REDE GAZETA, BRAZIL — COMMUNICATIONS/ ART DIRECTION INTERN**
May 2012 - December 2012
Created advertisements for printed and online newspaper and internal e-mail marketing campaigns. Designed templates. Planned and executed external events. Assisted on creation of employees' weekly newsletter.
Skills: internal and external communication content; project management, development of advertising campaigns and event management.



EDUCATION



MASTER'S DEGREE IN INTERNATIONAL MANAGEMENT

University of Applied Sciences and Arts of Northwestern Switzerland
January 2015 - June 2018 - Switzerland

Master's thesis: Organizational Change Management Communications



BACHELOR'S DEGREE IN COMMUNICATIONS - MAJOR IN ADVERTISING

Universidade Vila Velha (UVV)
January 2010 - January 2014 - Brazil



CERTIFICATIONS



RHETORIC: THE ART OF PERSUASIVE WRITING AND PUBLIC SPEAKING

EdX / Harvardx - August 2020 - present



BLACK BELT VIRTUAL SKILLS TRAINING - CHANGE COMMUNICATIONS

Gartner - January 2019



SKILLS



LANGUAGES

English - fluent
Portuguese - fluent
Spanish - proficient
German - basic



SOFTWARE

Graphic Design - Adobe Illustrator, Photoshop, InDesign
Microsoft Office - Word, Excel, PowerPoint, Outlook, SharePoint



SOCIAL MEDIA - Facebook, Instagram, Twitter, LinkedIn, YouTube

Proficiency managing social media platforms for organizations



WEB ANALYTICS - Google analytics, Facebook insights



OTHER TOOLS

Mailchimp, Zoom, Microsoft Teams, Skype for Business



VOLUNTEER WORK & INTERESTS



PODCAST "NÃO SOME NÃO" — March 2020 - present

Responsible for planning and developing content, designing artwork for social media, audio editing, social media management and audience engagement. This weekly podcast hosted in Brazilian Portuguese is about the life of two friends, Gabriel and Gabriela, keeping in touch despite the physical distance.



AFFINITY GROUP "YOUNG SYNGENTA PROFESSIONALS" — January 2016 - March 2018

Provided communications support and helped launch this company initiative through the organization of group activities and networking events, offering a platform for cross-functional interaction, education and engagement for young professionals.



STRAY ANIMAL NGO "AUAUFANATO" — September 2012 - January 2013

Conceptualized and successfully launched an initiative that collected contributions for the benefit of stray animals. Developed a Facebook Fan Page to create dialogue and engage with community, donors and potential volunteers.