



NATASHA RIBEIRO

JOURNALIST AND
RESEACHER

CONTACT

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BEIRUT, LEBANON

PROFILE

Brazilian journalist currently living in Lebanon. Having worked for some of the biggest media channels and magazines in Brazil, such as GNT, Universal Channel, SporTV and Veja Rio, she is today a television, online and newspaper freelance reporter covering the Middle East.

Ribeiro's 2017 BBC Brasil news story on the fake UN photojournalist Eduardo Martins, who had deceived established media outlets around the world, was an international scoop. The 5-month investigative work has since become a case study on data journalism, thanks to its successful use of verification and fact-checking tools to uncover fake news.

SKILLS

- Content Creation
- Writing and reporting from the field
- Fact-checking
- Photo editing
- Video production and editing
- Copywriting
- Web content development
- Social media strategy
- Project management
- Marketing
- Excellent organizational and multi-tasking skills

EXPERIENCE

FREELANCE REPORTER

MEDIA | SINCE APRIL 2017 (MIDDLE EAST & SOUTH ASIA)

- Freelance journalist focusing on covering humanitarian issues for TV, traditional and digital media outlets, including BBC Brasil, GloboNews, Glamour Brazil Magazine and SporTV.

SCREENWRITER, ASSISTANT DIRECTOR AND PRODUCER

MULTISHOW | AUG 2016 - JAN 2017 (BRAZIL)

- Screenwriter, assistant director and producer of "Vai Pra Onde", a TV show shot in Egypt.

ASSISTANT DIRECTOR AND PRODUCER

CANAL OFF | APR 2016 - AUG 2016 (BRAZIL)

- Assistant director and producer of "Brasil de Bike" (TV show).

ONLINE CONTENT EDITOR

GNT | APR 2015 - APR 2016 (BRAZIL)

- Edited online content and wrote exclusive content for the fashion and food sections of GNT's website;
- Produced online content based on the channel's TV shows and series;
- Planned strategically the promotion of TV shows and series;
- Developed (with the team) online commercial projects and integration strategies for the TV and digital platforms.

FREELANCE REPORTER

VEJA RIO MAGAZINE | SEP 2014 - MAR 2015 (BRAZIL)

- Investigated, interviewed and wrote for the weekly print version of the magazine.

TEXT EDITOR

SPORTV | JUN 2014 - AUG 2014 (BRAZIL)

- Researched, produced and edited the text of "Extraordinários" (TV show) during Brazil's World Cup.

STRATEGIC COMMUNICATION

WE DEMAND / QUEREMOS | FEV 2013 - MAY 2014 (BRAZIL)

- Created, planned and developed the brand's communication and marketing strategies;
- Planning customer relations, as well as business and social media actions,
- Analyzed and measured data to enhance the brand's strategies.

SCREENWRITER (INTERNSHIP)

UNIVERSAL CHANNEL | JUN 2010 - JUN 2011 (BRAZIL)

- Wrote scripts for advertisement and kept track of the production of each advertisement campaign from the start to the video editing.

FREELANCER REPORTER

MICHELIN | MAY 2010 - JUN 2010 (BRAZIL)

- Produced interviews and stories in Portuguese and English for the company's website during the company's sustainable mobility event "Challenge Bibendum".

EDUCATION

BACHELOR OF COMMUNICATION, MAJOR IN JOURNALISM
PONTIFÍCIA UNIVERSIDADE CATÓLICA - RIO DE JANEIRO -
BRAZIL | 2008 - 2013

LANGUAGES

PORTUGUESE / ENGLISH / SPANISH / FRENCH