



# Gabriel Siqueira

Entrepreneur / consultant

📍 Uruçuca, State of Bahia, Brazil

✓ Gabriel is **Available to work**

[Portfolio link](#)

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## Work Preference

Location: Open to relocate

Pattern: Open to Full time or Part time work

Employment: Freelance Assignments, Hourly Consulting, Permanent Positions

## Skills

Enabling Change (Advanced)

21st Century Skills (Advanced)

Cooperative Learning (Advanced)

Student-Centered Learning (Advanced)

Common Core State Standards (Advanced)

Project-based Learning (Advanced)

Inquiry-based Learning (Advanced)

Data Driven Instruction (Advanced)

## Languages

Portuguese (Native)

German (Basic)

English (Fluent)

Spanish (Fluent)

French (Basic)

## About

Gabriel Siqueira, MSc (M), Communications Director of the Global Ecovillage Network, holds a Master of Science in Administration from the Federal University of Santa Catarina (UFSC), Brazil. For 18 years he has worked on a number of socio-environmental non profit organizations as communication and management specialist. In the last 12 years Mr. Siqueira has researched and practiced permaculture, agroforestry systems and bioconstruction. For five years, between 2012 and 2016, he has co-founded and resided, with his wife and two children, in Aldeia: Coletivo de Famílias, an intentional sustainable community located in the Ecological Mini-corridor of the Serra das Onças, in Itacaré, Bahia, Brazil. As a result of his work as an environmentalist and political activist, he was recognized as a Civic Entrepreneur by RAPS – Rede de Ação Política pela Sustentabilidade (Network of Political Action for Sustainability) and nominated as a Climate Leader by The Climate Reality Project, participating in extensive training with Mr. Al Gore. Mr. Siqueira also teaches courses and workshops and provide consultancies and facilitation for environmental, social and civic non-profits, startups, collaborative networks, ecovillage, sustainable settlements and traditional communities, supporting the

### BRANDS WORKED WITH

12vAdapters.com

Aldeia Coletivo

Ashoka

Certi Foundation

Climate and Land Use Alliance

Communication Area

Conselho Estadual Das Comunidades E Associações Quilombolas

Cooperarte

Exadigital - Estratégia E Engenharia da Informação

Gen

Great Comunicação

Ilhéus E Região

Instituto Nossa Ilhéus

Irradiando Luz

Núcleo Organizações

Political Action Network For Sustainability – Raps

Rede de Ação Política Pela Sustentabilidade - Raps

Rede de Agroecologia Povos da Mata

Socioambiental Consultores Associados

The Climate Reality Project

Youth Venture

## Experience

### ● Communications Director

Gen | Sep 2021 - Now

3 years 1 month Communications Director September 2021 - Present (8 months) Findhorn, Escócia, Reino Unido Communications acts as the connective thread of GEN to the outside world, through social media, newsletters, and the press to promote GEN's values and ideals to ecovillage friends and allies around the world. By offering information, tools and examples to the people and ecovillages of the network, it serves to create clear information about GEN and strives to nurture relationships and engage eco-activists throughout our global network. Ultimately, it is cultivating and curating best practices, and sharing highlights to connect communities for a more sustainable world.



### ● Climate Leader

The Climate Reality Project | Nov 2014 - Now

Trained with former Vice President of the United States, Al Gore, to become part of the Climate Reality Leadership Corps and spread the truth about climate change, its threats and solutions - focusing also on climate and environmental justice and just transitions.

### ● Civic Entrepreneur

Rede de Ação Política Pela Sustentabilidade - Raps | Feb 2014 - Now

As a result of my role as environmentalist and political activist, I was selected in 2014 as a Civic Entrepreneur by RAPS – Rede de Ação Política pela Sustentabilidade (Network of Political Action for Sustainability). Civic Entrepreneurs are agents of social innovation that foster and promote positive transformations for the benefit of the community towards a sustainable Brazil. These are individuals who, by virtue of their ideals and in a way that is not conditioned to their social position and interests economic and political, carry out projects and actions with social impact, taking over responsibilities for the benefit of the community.



## ● Consultant

Irradiando Luz | Mar 2007 - Now

Specialist in Facilitation and Conflict Management. Supports the creation, planning, implementation, management and qualitative evaluation of collaborative projects using open source methodologies, Drag-on Dreaming, Sociocracy S3, Non-Violent Communication and Design Thinking. Teaches courses and workshops and provide consultancies for environmental, social and civic non-profits, startups, collaborative networks, ecovillage, sustainable settlements and traditional communities.

## ● Founder and Member of the Board of Directors

Aldeia Coletivo | Jun 2016

Aldeia is an intentional community in the rural area of Bahia. As a Founder and Member of the Board of Directors, my main attributions are:

- General management
- Volunteer coordination
- Events management
- Communication and Public Relations
- Management of partnerships and networking
- Social Media management
- Website editing and writing
- Budget and Financial management

## ● Political Action Network For Sustainability – Raps |

organization in Brazilian politics, founded in May 2012, whose mission is to contribute to the improvement of the political process and the quality of democracy in the country. This is done: 1. By training and supporting new and current political leaders – committed to transforming Brazil into a more equal country with better opportunities and quality of life for all; 2. By building a shared vision of sustainable development for which these leaders work; 3. By exchanging experiences between people facing similar public and political challenges. The works are developed based on Civic Friendship, a concept coined by the organization to represent the bonds that are established between citizens and political leaders, despite ideological and party differences, with respect, dialogue, cooperation and joint construction of values, projects and public policy proposals.

## ● Social Media

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November 2013 - November 2016 (3 years 1 month) São Paulo e Região, Brasil Organization and structuring of the area and the different communication channels, survey of needs and budget of necessary services, drafting of projects, editing of communication channels, setting priorities, writing articles and posts, reviewing articles, managing Google AdWords, analysis of metrics and indicators of online channels.



## ● Ashoka |

## ● Outreach Director

| Jan 2021 - Sep 2021

Directs the Communications and Advocacy focus areas and teams of the organization. Weaves connections, foster relationships, collaboration, and solidarity in the ecovillage network, showcase the regenerative work done in communities, and join efforts with others in this larger movement for a transition to a regenerative, just, and peaceful world. Develops

the public identity, brand, communications, and marketing strategy of GEN International.

- **Consultant**

Climate and Land Use Alliance | Oct 2021 - Dec 2021

Support the creation of Social Observatories on Public Policies in Brazil to prevent deforestation legislation on the regional level. Citizen Observatories are local centers of resistance to socio-environmental deregulation at the state level, in addition to being a potential hub for the formulation of policies to protect socio-biodiversity. They deal with spaces for technical production, but also for political mobilization. Consejo de Asentamientos Sustentables de América Latina -CASA

- **Communications & IT Director**

| Aug 2019 - Jan 2021

Lead the organisation's internal and external communications and IT strategy, including website and social media, work to support the achievement of the Global Ecovillage Network goals in terms of reach and impact. Communications acts as the connective thread of GEN to within and without, through our website, social media, newsletters, and the press to promote GEN's values and ideals to ecovillage friends and allies around the world. By offering digital systems and information to the Regions, people and ecovillages of the network, it serves to create clear information about GEN and strives to nurture relationships and engage eco-citizens throughout our global network. This also includes document storage and collaboration tools that empower task management, contact relationships, and more.

- **Communications Director**

| Apr 2019 - Aug 2019

through social media, newsletters, and the press to promote GEN's values and ideals to ecovillage friends and allies around the world. By offering information, tools and examples to the people and ecovillages of the network, it serves to create clear information about GEN and strives to nurture relationships and engage eco-activists throughout our global network. Ultimately, it is cultivating and curating best practices, and sharing highlights to connect communities for a more sustainable world. Communication Director is responsible for the continuous development of the brand and online presence of GEN.

- **Brazil Representative**

Ilhéus E Região | Oct 2017 - Dec 2021

Represents Brazil in the Latin American Council of Sustainable Settlements (CASA). In this role it is my duty to inform CASA of the achievements and results of Brazilian Ecovillages and sustainable settlements. The Council is a directive and representative body that takes the strategic decisions of the network and brings the voice of the CASA networks. It is formed by links that work voluntarily and are chosen autonomously by their networks.

- **Senior Communications Consultant**

Rede de Agroecologia Povos da Mata | Apr 2016 - Apr 2017

Organization and structuring of the area and the different communication channels, survey of needs and budget of necessary services, preparation of projects, editing of communication channels, definition of priorities, creation of website and online store using wordpress, elaboration of articles and posts, review of articles, video editing on YouTube , video production monitoring, Google AdWords management, metrics analysis and online channel metrics. Social Peers

- **Communication Manager**

Ilhéus E Região | Feb 2015 - Jun 2016

Responsible for mapping and identifying fundraising opportunities. Conceives and elaborates fundraising projects. Plan and execute the long term sustainability of the organization.

## ● Project Management Consultant

Instituto Nossa Ilhéus | Jan 2014 - Jan 2015

3 years 6 months Project Manager July 2016 - June 2017 (1 year) Ilhéus e Região, Brasil Responsible for mapping and identifying fundraising opportunities. Conceives and elaborates fundraising projects. Plan and execute the long term sustainability of the organization. Social control of local legislative and executive power. Events management. Strategic Planning. Facilitation. Ilhéus e Região, Brasil Organize and structures the department and the multiple communication channels. Planning, budget, fundraising, resources mobilization and project management. Editor of external communication channels, writer, designer, tech support, video supervisor. Responsible for SEO and Google AdWords, Analytics, metrics and impact indicators. Project Management Consultant January 2014 - January 2015 (1 year 1 month)

## ● Project Manager Consultant

Conselho Estadual Das Comunidades E Associações Quilombolas | Dec 2013 - Nov 2014

Senhor do Bonfim e Região, Brasil Conselho Estadual Quilombola da Bahia is an organization from the citizens sector that congregates communities and associations of remanescentes de quilombolas [traditional remainder of maroon communities] of the state of Bahia. As Project Management Consultant, my main attributions are technical support on site to 7 traditional communities of the south coast of Bahia, creation and management of new projects, fundraising support; and management of partnerships and networking.



## ● Sales & Marketing Manager

12vAdapters.com | Apr 2012 - Mar 2013

Manages all public communications, marketing, advertisement and publicity campaigns. Responsible for the development and performance of all sales and marketing activities towards the achievement of maximum profitability and growth in line with company vision and values. Establishes plans and strategies to expand the customer base in the marketing area, both to wholesale and retail. Defines and manages marketing strategies online, including social media campaigns.

## ● Fellow

Núcleo Organizações | Mar 2010 - May 2017

Telecommute As Fellow Researcher I have the opportunity to study the relationship between Organizations and Society. Fields of research

- Substantive approach to the organizations
- Ecopolitics
- Epistemology of the Science of Management
- Brazilian Critical Management Studies

## ● Management and Sustainability Consultancy

Cooperarte | Oct 2009 - Jul 2010

Offer a consultancy to help members of Cooperarte developing their Sales and Marketing strategy, as well as public communication. Besides participating in the actual management and planning of the organization, the consultancy included a full specialization course including:

- Marketing and Sales
- Sustainability
- Trade Network
- Solidary Economy
- Social Entrepreneurship
- General management

## ● Social Media Director

Exadigital - Estratégia E Engenharia da Informação | Jul 2009 - Feb 2010

Responsible for conceiving, implementing and managing strategies for:

- Communication and Online Marketing;
- Commercial and Strategic use of Social Media;
- SEO: Search Engine Optimization.
- Social Media events.



## ● Sustainability and Social Entrepreneurship Consultant

| May 2007 - Nov 2007

Specialist on sustainability and social entrepreneurship;

- Develops specific contents and didactic material on sustainability;
- Intermediate relationship between private organizations, social and environmental organizations and public organizations;
- Follow up and aid to implementation of social and environmental projects elaborated by young people;
- Strengths the potential of social entrepreneurship of youth;
- Community Development and Engagement

## ● Sustainability and Social Entrepreneurship Consultant

Socioambiental Consultores Associados | Apr 2006 - Aug 2009

Specialist on sustainability and social entrepreneurship;

- Develops specific contents and didactic material on sustainability;
- Intermediate relationship between private organizations, social and environmental organizations and public organizations;
- Follow up and aid to implementation of social and environmental projects elaborated by young people;
- Strengths the potential of social entrepreneurship of youth;
- Community Development and Engagement

## ● Sustainability and Social Entrepreneurship Consultant

Certi Foundation | Jan 2006 - Jun 2009

Specialist on sustainability and social entrepreneurship;

- Develops specific contents and didactic material on sustainability;
- Intermediate relationship between private organizations, social and environmental organizations and public organizations;
- Follow up and aid to implementation of social and environmental projects elaborated by young people;
- Strengths the potential of social entrepreneurship of youth;
- Community Development and Engagement

## ● Intern at

Youth Venture | Jul 2005 - Jan 2006

1 year 7 months Intern at Youth Venture July 2005 - January 2006 (7 months)

- Follow up and aid to implementation of social and environmental projects elaborated by young people;
- Strength the potential of social entrepreneurship of youth;
- Coordination and founder member of Young Changemaker Generation;
- Intermediate relationship between Ashoka fellows and partner organizations;



## ● Intern at

Communication Area | Jul 2004 - Jun 2005

Communication and Virtual Marketing management;

- Commercial and Strategic use of Social Media;
- Management of internal and public events.
- Responsible for responding to every message received via contato@ashoka.org.br

## ● Intern

Great Comunicação | Aug 1997 - Sep 1997

Internship in an agency, rotating between creation, sales and media areas.