



ELISA MARIA CAMPOS

Social Innovation Strategist: data & communication

UN MIGRATION (IOM) Boa Vista, Brazil

Project Assistant Team Leader

Feb 2024 - Today

Information Management: coordination of the migratory flow on the borders between Brazil and Venezuela. Team leadership, project management, outreach and partnerships, monitoring & evaluation, controlling costs, consultants, and product development.

- Designed the first flexible monitoring system for a migration set in Brazil. Finalist (among the 12 selected over 130 projects and 70 countries) project to the IOM Innovation Challenge.
- Led the Displacement Tracking Matrix (DTM) 2023 /2024 Survey: research design and implementation in 15 cities, final report, webinar and launch event. Support in other DTM: site profile, flow monitoring and secondary data-analysis.
- Developed the first mobile app for data collection for IOM Brazil
- Coordination with partners such as government bodies, NGOs, and UN agencies. Active participation in working groups and strategic meetings..
- Led DTM MEC Survey implementation in 5 states of the North region of Brazil. Support in the climate response in Rio Grande do Sul 2024 climate disaster.
- Develop data collection solutions as ODK and Kobo forms, surveys, mobile app, data storytelling, data visualizations and dashboards. Contribute to the production of reports, fact sheets, and other IOM information products in Brazil.
- Liaison/translator for Indigenous people in a film by an Emmy-awarded filmmaker in Australia.

UN DESA Public Institutions and Digital Government

Researcher NY, USA

Jul - Dec 2023

- Conducted research of the digital government landscape on a global and regional scale, exploring trends in digital government, and e-participation for the 2024 UN E-Government Report
- Led a study on local e-government development using the United Nations Local Online Service Index (LOSI) as a framework for analysis to explore emerging e-government trends, innovative practices

The Global Fund - Center of Social Sciences - UCT/Oxford University

Research Assistant Cape Town, SA

Mar 2022 - Jun 2023

- I led the research activities on HIV among adolescents and girls in Mozambique, in a Global Fund research project covering 5 countries in Sub-Saharan Africa.
- Applied qualitative and quantitative methodologies, produced heatmaps, compiled datasets, academic writing, and data visualisation for the final report.
- Doubled the set of data sources on HIV drivers affecting Adolescent girls and Young Women in Mozambique, integration with the Mozambican government.

UN Global Pulse - UN Innovation Lab

Strategic Communications NY, USA

Mar 2022 - Dec 2022

- Support in strategic communication, social media management with over 44,000 followers, including content creation, tracking KPIs, Google Analytics, and community management in LinkedIn, Twitter, and Facebook.
- Developed information products, data analysis reports to assist the leadership team, including members of the high secretariat, in making strategic decisions regarding finances, working groups, and event participation.
- Focal point among the four different labs in New York, Finland, Jakarta, and Kampala for Working Groups and Donor reports assessment.
- Designed and developed a PowerBI dashboard to visualize data trends, KPIs, and performance metrics for informed decision-making.
- Support in comms for Digital Public Goods team, including a Webinar for the Ministry of Foreign Affairs of Finland.

Social Innovation Strategist with over 12 years of expertise in data-driven solutions and communication for global humanitarian challenges.

Rio de Janeiro, Brazil

www.linkedin.com/in/elisamariacampos

Awards

IOM INNOVATION CHALLENGE 2025

Finalist among 70 countries and 130 projects. Flexiom: an adaptable monitoring system for humanitarian response

OPERATION SMILE 2012 and 2014

Top 3 and Top 10 awarded organization from Editora Abril and Editora Globo.

Skills

- **LEADERSHIP SKILLS:** Team leadership · Project Management: · Stakeholder Engagement & Partnerships · Country and International Level Coordination · Monitoring and evaluation · Fundraising
- **TECHNICAL SKILLS:** Python · PowerBI · Tableau · PowerApps · PowerAutomate · Adobe Creative Suite · ODK/Kobo · System Thinking · Kanban · Behavioural Science · Futures & Foresight
- **DATA ANALYSIS:** Exploratory statistics with R · Dashboards · Reports · Research design · Knowledge Management · Flourish · Data storytelling
- **COMMUNICATION:** Strategic Communications · Storytelling · Digital Marketing · Social Media Management · Newsletters · Email Marketing · Visuals · Videos · Animations · Technical Writing · WordPress · Adobe Creative Tools (Photoshop/Indesign) · Canva

Education

University of Freiburg (Germany)
2019-2021 / Final grade: 1.3

Master in Social Sciences,
Global Studies Programme

Cândido Mendes University (Brazil)
2007-2008 / Final Grade: 1.3

Certificate: International Relations
Postgraduate Lato Sensu

Federal Univers. of Rio de Janeiro (Brazil)
2003-2006 / Final Grade: 2.0

Bachelors: in Communications,
Journalism / Publishing

Language

English (C2) | Portuguese (C2)
| Spanish (C1) | Italian (C1) |
French (B2) | German (B1)

Certificates

- UN 2.0, UNSSC
- Phyton for Data Science and AI, IBM
- Databases and SQL for Data Science with Python, IBM
- Math for Data Science, IBM
- Communic. for Migration, IOM

Publications

- **SAGE:** (2024). The Impact of Inequalities on Data Policies: Favelas Unified Dash. Case Study. Social Science Computer Review
- **UN REPORT:** UNDESA 2024 E-government Report
- **UN REPORT:** Economic and Social Survey of Asia and the Pacific 2022: UNESCAP.
- **BOOK:** Covid-19 Favelas Dashboard: methodology to give visibility to peripheral territories. Fiocruz · Aug 14, 2021
- **GF REPORT:** The Global Fund Strategic Initiative on HIV Prevention among AGYW Component 1.

Volunteering

Operation Smile International Medical Records Team Leader

Mar 2008-Today

- Coordinate Medical Records in humanitarian missions in Brazil and abroad (Mexico, Malawi, Mozambique).
- Team coordination, data collection, data management.
- Guarantee data privacy and legal rights.

Interests

- Traveling, photography, swimming, languages and astronomy.

United Nations ESCAP (UNESCAP)

Public Information 📍 BKK, Thailand

Dec 2022 - Mar 2023

- Support in strategic communication for the UNESCAP flagship report: Economic and Social Survey of Asia and the Pacific 2022 Economic Policies for an Inclusive Recovery and Development.
- Advocated for key messages in different formats, managed social media analytics and supported in developing digital products for PR and marketing.
- Designed infographics, coordinated a video in animation style, and visuals.
- Designed the report cover, developed an animated e-brochure.
- Doubled engagement rates in the launch compared to the previous year,
- Fostered teamwork and collaboration with diverse stakeholders, including authors, UN authorities, media outlets, and other relevant actors, enhancing the report's impact and reach.

Favelas Unified Dashboard

Development and research consultant 📍 RJ, Brazil

Sept 2020 - Dec 2021

- The project was an emergency response citizen-data initiative to fight the lack of information of the pandemic situation in the 763 favelas of Rio de Janeiro.
- Support in development strategies and communications: achieved substantial media coverage in both Brazilian and international press (NY Times),.
- Developed a five months mixed-methodology research using the Favelas Unified Dashboard project as a case study. I applied participant observation to create a database with 268 factors of inequality and collect narratives from the leaderships in the favelas. I classified the factors using the SDGs as framework and used word clouds analysis to measure impact.
- Afterwards, I applied secondary data analysis on governmental data to compare the findings between the local and the national layers.
- Conducted semi-structured interviews with data policy makers in different positions at the chain of information production about Covid in Brazil.
- The research resulted in an article, and a chapter in a prize nominated book of the main scientific institution in Brazil - Fiocruz. Results were also published on the Social Science Computer Review peer reviewed SAGE journal.

Operation Smile Brazil

Communication Coordinator 📍 SP, Brazil

May 2008 - Jun 2014

- Structured the communication department of Operation Smile in Brazil. Created the main communication channels, products, and strategies.
- Focused on implementing a strong strategy for brand awareness to fight the fame of corruption associated to NGOs in Brazil. Our efforts garnered free exposure on channels like CNN, TV Globo, Huffington Post, and Times Square.
- Created/managed social media platforms, Facebook, Instagram, Blog and LinkedIn. Reached over 40k followers on Facebook and 15k on Instagram.
- Conducted media relations and got free exposure to the NGO in the main Brazilian and international media channels. Led prized social media campaigns nationally and in Latin America with F/Nazca, Pepsico, and other.
- Increased patient recruitment to the highest number ever.
- Conducted lectures, workshops and presentation for partners and universities.
- Led strategic partnership and fundraising with big players like Pepsico, Contemlg, Johnson&Johnson, American Airlines, Icatu, BNDES. Managed ambassadors (Marcos Caruso, Dinho Ouro Preto, Carol Trentini).
- During this time, the organization was nominated twice for the "Best Organization of the Year" award by Brazil's largest media outlets.

Operation Smile Brazil

Project Coordinator 📍 SP, Brazil

Mar 2008 - May 2011

- Led project management for humanitarian missions in Rio de Janeiro. Coordinated a team of around 80 international medical volunteers, 150 local volunteers and 100 patients. Connected actors from the government, UN agencies, media, military, universities and civil society.