



# Caroline Cabral

PEOPLE & CULTURE / COMMUNICATIONS / INNOVATION

## PROFILE

People, Culture and Internal Communications manager at Dengo Chocolates, a Brazilian chocolate factory. I lead innovation projects in people development, organizational culture and people management. Under my leadership, the department functions as the gateway to agile methodologies and creative ideas. I have a degree in Journalism and an MBA in People Management at University of São Paulo. I combine everything I learned as a tourism reporter, marketing coordinator, Rotary exchange student, TETO Brazil ambassador and long-standing gastronomy enthusiast.

## PERSONAL INFORMATION

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## EDUCATION

2022 / MBA in People Management at University of São Paulo

2020 / Perestroika - Agile methodology

2020 / Insper - Project Management

2020 / WEME - Creative Machine

2020 / Reaprendizagem Criativa - Innovation

2013 / Universidade Presbiteriana Mackenzie - Bachelor in Social Communication - Journalism

## SKILLS

Project and people management  
Organizational Culture  
Internal Communications  
Talent management  
Design thinking // Sprints // Agile  
Community Management  
Communication planning

## ACCOMPLISHMENTS

**Rotary International** // As an exchange student, I lived for a year in Alaska (USA), where I led social work groups;

**TETO Brasil** // volunteer and ambassador of the NGO for 8 years, seeking to strengthen communities;

**International Center for Journalists (ICFJ)** // with support from UNICEF and sponsorship from the Maria Cecília Souto Vidigal Foundation (FMCSV), I was a fellow in the Early Childhood Development Program in Brazil and Africa;

**EL OJO Award 2019** // Public Relations for the campaign User Not Found; low-cost campaign and non-governmental message categories.

## JOURNEY

### Dengo Chocolates | People and Culture Manager

2021 - now

I structured and lead the People & Culture department as a generalist, handling personal department, payroll, A&S, T&D, performance, organizational culture, internal communication and strategic planning for over 450 people who work for us. The main challenge is to ensure that our employees have such a unique and exceptional experience as our customers - who leave our stores delighted.

### Lemann Foundation | Institutional Development Coordinator

2018 - 2021

Institutional Development, People and Communications at Instituto Gesto, an organization of the Lemann Foundation. I was responsible for Organizational Climate, Training & Development, Onboarding, Communications & Engagement, Institutional Branding, Performance Assessments, Annual Strategic Planning and Career Management for our 50 employees. Using a Design Thinking approach, I listen to the team's needs and run design sprints of the most promising ideas. I also manage the institute's rebranding and work on the production of campaigns in collaboration with 28 government departments and campaigns for employee engagement.

### Caras Publisher | Projects manager

2015 - 2018

I created one of the most profitable projects of the company, BOX Vida Simples: a journey of sensory experiences that led the way to the Vida Simples community in 2018 and consolidated the company in branded content. I implemented innovation tools, guided by access and revenue metrics. I trained employees at the publisher and managed a team of ten people working on content production for six of its thirteen publications.

### Abril Publisher & Panrotas | Tourism reporter

2013 - 2015

As a reporter for travel magazine Viagem & Turismo, I created and managed the magazine's first and only Instagram account - today it is one of the largest accounts in the industry. At the Panrotas website, I covered the national tourism trade agenda, as well as trips to report on destinations from a perspective of culture, tourism and the nuances of the sector: market, personalities and trends for travelers.

### SPTuris | Press Office

2012

### Wise Up | English Teacher

2011