

Guilherme Dearo

Writer, Editor,
Journalist,
Storyteller,
Press Relations
Professional

Guilherme Dearo

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About me

I am a communications professional with a strong interest in creating meaningful connections and conversations, and a deep passion for literature, film, television, visual arts, journalism, and any other form of artistic and linguistic expression - everything that makes us humans.

I have worked since 2010 as a journalist, writer, multimedia content producer, content editor, communications strategist, and press officer. I have experience in reporting and editing for print and digital media, team coordination, scriptwriting for videos and podcasts, content and website editing, SEO, Google Analytics, copywriting, internal communications, social media management, and press relations.

I am currently the Communications Manager at SP Escola de Teatro, a Social Organization (O.S.) managed by ADAAP, an institution linked to the São Paulo State Department of Culture, Economy and Creative Industries. I lead a team of three professionals and am responsible for content production and editing for websites and social media, internal and external communications strategy, press relations, government relations, quarterly and annual reporting, and the editing and proofreading of books and magazines published by our Selo Lucias.

My most recent long-term newsroom experience was at *Revista EXAME*, where I worked as an Assistant Editor for over seven years, most recently in the Culture and Lifestyle sections, covering books, movies, art, fashion, food and luxury.

Since 2021, I have worked periodically as a content producer for outlets such as UOL, Think Work Lab, *Revista Et Cetera*, and *MOL Impacto*. In these roles, I have produced feature articles, research-based content, ebooks, content editing, and scripts for videos and podcasts.

In addition to collaborating with these media outlets, I have carried out editing, proofreading, and text preparation work for the education company

Geekie between 2022 and 2023.

In 2021 and 2022, I worked as a public relations professional, communications consultant, and copywriter at a podcast studio in São Paulo, overseeing the company's internal and external communications and producing marketing and social media content.

I hold a Bachelor's degree in Social Communication - Journalism from ECA-USP and a Bachelor's degree in Portuguese Language and Literature from FFLCH-USP. In addition, I completed in 2023 an online specialization course (Micro-Master) at the University of Cambridge focused on creative writing for film, theatre, and the arts. I have also completed numerous professional courses in writing (screenwriting for film and television, creative writing), book publishing (editorial production, graphic production, editing, proofreading, and text preparation), and visual arts (photography, modern and contemporary art, among others). In addition, in April 2026 I'm finishing an online postgraduate course in Art Education at Senac SP.

Fields of expertise and interest: Journalism, Literature, Movies, TV shows, Visual Arts, Book Publishing, Education, Languages. The NBA is a plus.

Languages: Portuguese (native), English (fluent), Spanish (advanced). Basic knowledge of French, Italian, and Catalan. I'm currently studying Norwegian and Danish.

Experience

SP Escola de Teatro – Communications Manager

Mar 2023 - Present - At a public institution linked to the São Paulo State Department of Culture, which offers eight technical programmes to hundreds of students each year, I lead a team of three professionals responsible for text, social media, design, photography, and video. I am responsible for content production and editing, social media management, press relations, internal and external communications strategy, government relations, events, annual reporting, and the editing and proofreading of publications for Lucias, the school's editorial imprint.

Freelance Journalist (UOL, Revista Et Cetera, MOL, Think Work Lab) Reporter, Editor, Content Producer, Scriptwriter

Aug 2021 - Present - I have collaborated periodically on feature reporting and research for outlets such as UOL, MOL Impacto, Revista Et Cetera, and Think Work Lab. I have also conducted research and written podcast scripts for MOL IMPACTO and their podcast *Aqui Se Faz, Aqui Se Doa*.

Geekie – Editorial Editor and Proofreader

Jan 2023 - Apr 2023 (4 months) - Provided editorial editing and proofreading (stylistic, grammatical, and structural) for textbooks and online educational materials produced by the education company Geekie.

Podcast Studio – Press Officer, Communications Analyst, Copywriter

Jul 2021 - Oct 2022 (1 year, 3 months) - Managed press relations (media lists, press releases, media relations, and crisis management) and institutional communications (website, internal content, marketing, LinkedIn, and social media)

for podcasts produced by a São Paulo-based hub/collective, including *Ciência Sem Fim*, *Avesso*, *Noir*, and *Canal Amplifica*.

MOL Impacto – Journalist and Researcher

Aug 2021 – Feb 2022; Feb – Jun 2023; Jun – Aug 2024 (15 months total) - Worked with Editora MOL and Instituto MOL (currently MOL Impacto) on projects focused on social impact and the culture of giving. Conducted research and wrote scripts for *Varejo Com Causa*, a series of eight interviews with Brazilian CEOs streamed on YouTube in 2021, and authored the feature articles covering these events. I was also responsible for the research, reporting, and interviews for the ebooks *Guia de Produtos Sociais* (2022, 2023, and 2024), profiling each year 50 major Brazilian brands engaged in social impact initiatives.

EXAME magazine and EXAME.com – Assistant Editor

Oct 2013 – Aug 2020 (6 years, 10 months) - Served as Assistant Editor in the Culture/Lifestyle, Marketing, and World sections. Responsibilities included editing, research, reporting, and writing daily articles for both the website and the print magazine; editing and coordinating bloggers and interns; content management and production for social media (daily for specific sections and during weekend news shifts for the entire website); SEO, Google Analytics, and team management.

VEJA magazine – Staff Reporter

Jan 2012 – Oct 2013 (1 year, 9 months) - Reporter for the Panorama and Comportamento sections, covering culture, society, and general-interest topics. Responsibilities included reporting, interviewing, writing, editing, and supervising an intern.

Guia do Estudante – Reporting Intern

Apr 2010 – Dec 2011 (1 year, 8 months) - Reporting intern for the *Guia do Estudante* website, with a focus on education coverage. Responsibilities included research, reporting, editing, and social media content management.

Jornal da USP – Reporting Intern

Jan 2010 – Apr 2010 (4 months) - Text and reporting intern at the *University of São Paulo Newspaper*, producing feature articles on the university and on academic research.

Education

Senac SP / Postgraduate Specialization in Art Education

2025-2026 - Online course | 360 hours

Postgraduate Specialization in Art Education, with coursework focused on Museum Education and Non-Formal Learning Contexts, Art and Technology, Educational Project Design, and Methodology for Higher Education.

University of São Paulo / Bachelor's degree in Literature/Linguistics (Portuguese/English)

2019-2023 - Faculdade de Filosofia, Letras e Ciências Humanas da USP - São Paulo

Undergraduate degree in Literature, Linguistics and Literary Theory, Portuguese and English. GPA: 9.3/10

University of Cambridge / Specialization “Program in Writing for Performance and the Entertainment Industries”

2021-2022 - Online course | 320 hours

“Micro-Master” course focusing on writing for cinema, theater, performance art and other fields in entertainment media.

University of São Paulo / Bachelor's degree in Journalism

2007-2011 - Escola de Comunicação e Artes da USP - São Paulo

Undergraduate degree in Journalism, Communications. GPA: 8.1/10. Capstone project consisting of a book-length reported work on the history of the Teatro de Arena of São Paulo (1950s–1970s); undergraduate research fellowship funded by FAPESP at the Miroel Silveira Archive Research Center (ECA-USP), focused on theatrical censorship and Brazilian dramaturgy; strong academic focus on Visual Arts, including coursework in Photojournalism Elements, Art and the Contemporary Imaginary, Digital Photography, Photography and Art in the 20th Century, and Modern and Contemporary Art in the 20th Century at the MAC collection. I also participated in Projeto Redigir, an ECA-USP outreach program providing grammar and writing instruction to low-income communities, and served as President of the Journalism Junior (Student-Run Junior Enterprise).

Other courses

Book Publishing

Casa Educação / Certificate in Book Editing and Publishing

SEPTEMBER-DECEMBER 2020 - Online | 68h

Universidade do Livro/Unesp / Editorial Production

SEPTEMBER-DECEMBER 2020 - Online | 45h

Universidade do Livro/Unesp / Grammar for Editors and Proofreaders

SEPTEMBER-DECEMBER 2020 - Online | 30h

Universidade do Livro/Unesp / Text Editing and Proofreading

SEPTEMBER-DECEMBER 2020 - Online | 30h

Casa Educação / Manuscript Acquisition and Editorial Planning

MARCH 2021 - Online | 16h

Casa Educação / Graphic Arts in Book Publishing

MARCH 2021 - Online | 24h

Casa Educação / Book Editing and Proofreading

MARCH-APRIL 2021 - Online | 24h

Casa Educação / Editorial Project Design and Production

MARCH-APRIL 2021 - Online | 20h

Visual Arts

Zait / Art Curation

2021 - ONLINE | 12h

Università Luigi Bocconi / Arts & Heritage Management

2021 - ONLINE | 18h

MASP / Feminisms in Transit: Narratives and Aesthetics

2021 - ONLINE | 10h

Museum of Modern Art / Art & Ideas - Teaching With Themes

2021 - ONLINE | 15h

MASP / Art Writing Practice Lab

2021 - ONLINE | 12h

Zait / History of Performance

2021 - ONLINE | 10h

Museum of Modern Art / What Is Contemporary Art?

2021 - ONLINE | 15h

MASP / Art in Brazil and Its Historiographies

2021 - ONLINE | 12h

AURA Galeria/CAC / Practical Organization for Artists

2020 - ONLINE | 16h

Kura Arte / Contemporary Art

2020 - ONLINE | 6h

Kura Arte / Photography: The Power of the Image

2020 - ONLINE | 6h

MAM / Tropicalismo

2020 - ONLINE | 8h

Museum of Modern Art / In the Studio: Postwar Abstract Painting

2018 - ONLINE | 28h

Museum of Modern Art / Seeing Through Photographs

2017 - ONLINE | 18h.

Museum of Modern Art / Modern Art & Ideas

2017 - ONLINE | 16h

Literature/Writing

Capivara / Poetry Lab 2.0

MARCH/APRIL 2021 - Online | 20h

Literary course of poetry creations. With Dirceu Villa.

Escrevedeira / The Poetry Book as a Writing Project

AUGUST/OCTOBER 2018 - 20h

Literary course of poetry creations. With Angélica Freitas.

California Institute of Arts / Sharpened Visions: A Poetry Workshop

JULY 2018 - Online | 12h

Literary course of poetry theory and poetry creations.

Wesleyan University / Creative Writing: The Craft of Plot

MAY 2018 - Online | 12h

Theoretical and practical course of literature.

Centro Cultural b_arco / Toca - Literary Workshop

MARCH/JUNE 2017 - 50h

Theoretical and practical course of literature. With Marcelino Freire.

Centro Cultural b_arco / Screenwriting for Film

MARCH/JUNE 2016 - 40h

Theoretical and practical course of screenwriting. With Ricardo Tiezzi.

SESI-SP / Nonconventional Dramatic Structures for Theatre

MAY 2015 - 16h

Theoretical and practical course of playwriting. With Stef Smith.

Projects and publications

Um Lugar Qualquer / Book

DECEMBER 2025

Book of poems “Um Lugar Qualquer”, an investigative approach between photography, memory and literature. Published by Laranja Original.

Cabeça de Touro / Book

SEPTEMBER 2019

Book of poems “Cabeça de Touro”, published by Editora Garupa (Rio de Janeiro). With a grant from Secretaria de Cultura de São Paulo.

Duas Hipóteses para um Acontecimento / Book

NOVEMBER 2014

Book of poems “Duas Hipóteses Para um Acontecimento”, published by Editora Giostri.

Playwright / Theatre

2013-2021

As a playwright, I wrote the plays “O Mar Além”, “Câmara Escura”, “Obscenos Gestos Avulsos”, and “Terminal Princesa Isabel”, all staged at Festival Satyrionas in São Paulo. Also, “Câmara Escura” was staged at Festival Janela de Dramaturgia de Belo Horizonte.