

# FELIPE PETIK PASQUALOTTO

## DIVERSITY OFFICER

### CONTACT

Current residence:  
Frankfurt/Germany  
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### LINKED IN:

[www.linkedin.com/in/felipepetik](http://www.linkedin.com/in/felipepetik)

### EDUCATION

2018 – Master's in  
Design/Branding  
Federal University of Santa  
Catarina – Brazil

2015 – Specialization in Gender  
and Sexuality – State University  
of Rio de Janeiro – Brazil

2008 – Specialization in Events  
Management – Swiss  
Hospitality Management School  
– Swiss

2007 – Bachelor's in Graphic  
Design – Federal University of  
Santa Catarina – Brazil

### SKILLS

**Fluent English** – international  
business experience. **Advanced  
Spanish, Native Portuguese**  
(Brazil), Basic German

Client Focus, Quality and  
Efficiency, Innovation and  
Creativity, Communication and  
Accountability, People  
Development

Planning and Coordination,  
Relationship and Project  
Management, Consulting Skills,  
Knowledge and Data  
Management, Business Acumen

Full domain: Microsoft Word,  
Excel, Powerpoint, Adobe  
Illustrator, Photoshop, Indesign  
Internet research and social  
media.

### OBJECTIVE

Secure a responsible career opportunity to fully utilize my training and skills in GENDER and PROJECT MANAGEMENT, in delivering sustainable business models as SOCIAL development tool.

### WORK EXPERIENCE

#### 2016 - 18 : RESEARCHER

Master student of the Design program in Federal University of Santa Catarina (Brazil). Research topic: considerations on sexuality and gender for branding practices. Activities performed: branding projects for small business, Design Camp 2015, see publications below. Classes taught: Social Design, Social Entrepreneurship and Consumerism & Economics – teaching internship.

#### 2010 - 18 : PROJECT MANAGER

Freelancer events producer for different modalities of design, promotional marketing & events projects – Florianópolis, Rio de Janeiro, São Paulo and Brasília (Brazil). Activities performed: focal point for clients demands, taking briefings, presenting proposals, planning, control, execution, supervising and report. See projects list below.

#### SEP / 13 - MAR / 14 : SOCIAL DESIGNER

Project manager for Project "Além do Arco Iris" AfroReggae – Rio de Janeiro (Brazil). Structuring and coordination of social project aimed at the social care of LGBT population in social risk status (travestites) Elaboration of written content for collection of social service booklets – Conversas Collection. Coordination of team: 01 social worker and 01 project agent. See publications below

#### JUN / 12 - AUG / 13 : EXECUTIVE ASSISTANT

Head of cabinet for the Ministry of Institutional Relations – Federal Government of Brazil. Chief of protocol for Minister Ideli Salvati. Activities performed: construction and control of agenda, traveling arrangements, participation on events and had-oc duties.

#### 2008 - 2009 : TRAINEE IN TRADE - FAIRS

Trainee for AsiaCongress – Bangkok (Thailand). Overall events production, logistics, operations, reception, hosting and welcoming, handling suppliers, day by day follow up. Congresses, conferences, trade fairs, & meetings.

#### 2006 - 2010 : GRAPHIC DESIGNER

Freelancer as creative planner for online and offline material. Activities performed: handling client's requests, creative production, art finalization, editing and printing. 1-year experience with digital and offset printing.

#### 1999 - 2002 : ENTREPRENEURSHIP COACH

Student and instructor of notions of entrepreneurship for Junior Achievement Brazil. Prizes for best manager, MESE (market simulation game) and participation on the JA Convention for young entrepreneurs (Cordoba/Argentina – 2000).

# GENDER & SEXUALITY



## CURRENT - DIVERSITY CONSULTANT

Development of Gender oriented business model within the SOCIAL IMPACT LAB FRANKFURT. Delivery of content on gender, sex and sexuality for interdisciplinary lectures and activities that could benefit from the topics (see specific material).

Site: [www.marinadragzilla.com](http://www.marinadragzilla.com)

## 2018 - ASSOCIATED MEMBER for FEMINIST INTERNET

Participation on the workshop "Designing a Feminist Alexa Feminist Alexa - An experiment in feminist conversation design" and other related activities

Site: <https://feministinternet.com/projects/>

## 2018 - GUEST SPEAKAR AT IAMWEEKEND18

Participation on the "Beyond Desires" panel regarding Food, Fashion and Sex, over notes about fast fashion, gender and consumption

Site: <https://vimeo.com/296860984>

## ON GOING - EXECUTIVE DIRECTOR OF BRAZILIAN NGO "INSTITUTO MARIETA"

Executive director of NGO "Instituto Marieta"- Brazil; organization dedicated to the promotion of projects on diversity as a tool for social inclusion

Site: [www.institutomarieta.org](http://www.institutomarieta.org)

## PUBLISHED ARTICLE ON LGBT ENTREPRENEURSHIP

FREIRE, P. S. ; GONCALVES, M. M. ; PASQUALOTTO, Felipe P. . **Empreendedorismo social LGBT: como a formação de redes e iniciativas colaborativas pode atuar na resolução de dilemas sociais baseados em sexualidade e identidade de gênero.** TRIÁDE: COMUNICAÇÃO, CULTURA E MÍDIA, v. 5, p. 179-193, 2017.

## DIÁLOGOS EM QUARTOS ESCUROS

Independent book and exposition with original texts from 8 different gay authors about their experiences of masculinity & homosexuality.

## 2015 - LGBT SOCIAL ENTREPRENEUR

Winner of the 1st contest for LGBT entrepreneurship in Brazil - NESST

<http://www.protestoverde.com.br/abc-do-lgbt-ganha-o-concurso-negocios-sociais-lgbt/>

## 2014 - SEMINAR FOR "CAIXA" BANK ON DIVERSITY AND PREJUDICE

Seminar on Diversity and Prejudice for internal training of marketing team from CAIXA ECONÔMICA FEDERAL (Brasil)

## SOCIAL DESIGNER for AFRRORREGAE

Development of the project "Além do Arco Íris" aiming to create awareness on the social context of travestites in Brazil:

<https://vimeo.com/81232433>

<https://www.youtube.com/watch?v=eljPk3IWGZU>

## 2012 - ARTICLE FOR IGLYO MAGAZINE

Article "The Big Gap" about the challenges of gay men in Brazil for e-magazine "IGLYO on Gender":

[http://www.iglyo.com/wp-content/uploads/2012/04/iglyo\\_on\\_gender\\_web.pdf](http://www.iglyo.com/wp-content/uploads/2012/04/iglyo_on_gender_web.pdf)

## PUBLICATIONS / PRESENTATIONS

FREIRE, P. S. ; GONCALVES, M. M. ; PASQUALOTTO, Felipe P. .  
**Empreendedorismo social LGBT: como a formação de redes e iniciativas colaborativas pode atuar na resolução de dilemas sociais baseados em sexualidade e identidade de gênero.** TRIÁDE: COMUNICAÇÃO, CULTURA E MÍDIA, v. 5, p. 179-193, 2017.

SALVI, N. C. ; GUEDES, I. L. ; PASQUALOTTO, Felipe P. ; GOMEZ, L. S. R. ; GONCALVES, M. M. . Design Camp LOGO UFSC: a proposition of immersive experience in the textile market for design students. 2017. (Apresentação de Trabalho/Conferência ou palestra).

PASQUALOTTO, Felipe P.; GUEDES, I. L. ; GOMEZ, L. S. R. ; GONCALVES, M. M. . Empreendedorismo Social: Nova Roupagem ou Mudança de Paradigmas? Revista de Empreendedorismo e Gestão de MPE, v. 2, p. 143-155, 2017.

PASQUALOTTO, Felipe P.; MERINO, E. ; MERINO, G. S. ; GONCALVES, M. M. . Desafios do Design frente aos novos modelos de Negócio: um olhar sobre o empreendedorismo social no Brasil. 2016. (Apresentação de trabalho/Congresso)

PASQUALOTTO, Felipe P.; MELO, F. ; MEHANNA, A. ; ADAS, A. ; QUITERIO, D. ; SALDANHA, R. ; ABES, C. ; NUNNES, T. . Diálogos em Quartos Escuros. 2016 (Book Org.).

PASQUALOTTO, Felipe P.; GARCIA, M. ; AMARAL, T. S. ; COSTA, D. . Coleção Conversas - AfroReggae. 2014. (Conselho Editorial).  
Link: <http://www.afroreggae.org/editora/colecao-conversas>

"Social movements as knowledge builders" ENSP/FIOCRUZ, 2013:  
<http://www.ensp.fiocruz.br/portal-ensp/informe/site/materia/detalhe/33844>

RANZAN, E. M. ; SOUSA, R. P. L. ; PASQUALOTTO, Felipe P. .  
Conhecimento, cultura e desenvolvimento da marca: a articulação entre a memória organizacional e a identidade organizacional. In: V Congresso Internacional do Conhecimento e Inovação, 2015, Joinville/SC. Anais do 5º. Congresso Internacional de Conhecimento e Inovação (ciKi) (12 e 13 de novembro de 2015, Joinville, Santa Catarina, Brasil). Florianópolis: EGC, 2015. v. 1. p. 1-747.

MACHADO, F. ; MELANIE, S. ; SOUSA, R. P. L. ; PASQUALOTTO, Felipe P. ; GONCALVES, M. M. ; FIALHO, F. ; NUNES, C. C. . Economia criativa, criatividade e design: A pesquisa Blue Sky para o processo intuitivo em projetos de design. 2017. (Apresentação de Trabalho/Congresso).

## EVENTS AND PROMOTIONAL MARKETING

Project manager for SCMC Design Camp 2015:  
<https://www.youtube.com/watch?v=y1-6PqrT4QM>

Key-account manager for "Feirão CAIXA" 2014 and official ceremonies of "Minha Casa Minha Vida"

Content and project manager for "Cultura de Ponta" Afroreggae 2013

Overall supervision of the Federal Government of Brazil regional conventions – Ministry of Institutional Relations. 2013

Project manager for "Oral B" promotion for Salvador Carnival 2012

Logistics assistant for Ethanol Summit 2011

Executive Producer Syngenta Convention Brazil 2010

Operational Assistant for: CEPSI 2008 – Macau, IAAPA 2008 – Macau & GASEX 2008 – Hanoi

Project manager for SHMS annual banquet 2007

Operational assistant for social events, promotional marketing and fairs.

## REFERENCES

PhD. Cristina Colombo Nunes  
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Evandro Badin – JA Brazil  
diretoria@ja-sc.org.br

PhD Luiz Salomão Gonçalves  
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PhD Marília Gonçalves Matos  
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