RODRIGO P. BRANDÃO

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PROFESSIONAL SUMMARY

Senior communications officer with demonstrable experience in climate and human rights communications, investigative journalism, mission-driven organizations, social impact work, and documentary distribution. Proven track record in media relations, storytelling, reputation and crisis management, and thought leadership, including ghostwriting bylined commentary for executives and subject-matter experts and securing placements through direct pitching to opinion editors.

EXPERIENCE

Climate Rights International (CRI.org) – Director of Communications

New York, NY – April 2026 to Present

- Lead communications and media strategy for an international human rights organization investigating abuses tied to deforestation, the energy transition, mining, and labor and health issues.
- Direct media outreach for investigative reports, building multilingual international press lists and pitching exclusives to multiple international outlets including The Guardian, Folha de São Paulo, and El País.
- Produce the organization's first quarterly newsletter and set social and tone-of-voice guides that align international agencies, freelancers, and coalition partners around joint campaigns.
- Oversee digital communications, researcher media training, and thought leadership placements that extend the policy reach of investigations.
- Develop a strategy to grow the organization's social reach and Substack (The Climate Rights Brief) subscriber base.
- Produce two documentary shorts accompanying investigative reports, one focused on methane flaring in Texas and another on the impact of nickel mining on working women in Indonesia.
- Develop the organization's first podcast, a biweekly interview series on climate and human rights.
- Design and implement a 12-step launch process for investigations, standardizing messaging sign-off, and rapid response.

Story Justice Communications (StoryJustice.US) – Founder / President

New York, NY – August 2023 to August 2026
Key clients include:

- Communications Workers of America, District 1 (cwad1.org): Led media outreach for CWA-D1's healthcare initiatives, pitching stories that landed major local and national media placements.
- The Marshall Project (TheMarshallProject.org): Updated the Marshall Project's communications strategy and increased the organization's media exposure with an emphasis on broadcast and radio.
- JMP Verdant (JMPVerdant.com): Helped with media pitching and event production during Golden Globe and Oscars season.

Global Strategic Communications Council (GSCCNetwork.org) – Senior Communications Associate

New York, NY (Virtual) – May 2024 to November 2025

- Designed and led a national communications strategy responding to extreme weather disasters, tying each event to climate change and fossil fuel industry accountability.
    - Developed rapid-response protocols and tailored pitches for national and local media markets.
    - Planned and delivered media training for dozens of spokespeople across multiple states.
    - Adapted the program to each state’s messaging needs and local context.
- Developed and led the national communications strategy for the 'Summer of Heat' campaign, targeting and securing placements across a diversified media landscape to maximize narrative reach and counter the financial industry's disinformation campaign.
- Translated complex climate science into accessible news narratives, strategically pitching dozens of scientific studies by organizations and publications including World Weather Attribution, Grantham Research Institute, Climate Central, Nature Journal, and ClimaMeter.
- Contributed to the release of Climate Rights International's “On Thin Ice” report by pitching national media and producing an in-person panel discussion during Climate Week 2024.
- Provided strategic media counsel to the NetZero Industrial Policy Lab at Johns Hopkins University.
- Placed dozens of stories and news segments on a variety of climate issues on outlets including the New York Times, Washington Post, CNN, CBS, NBC, Democracy Now!, Al Jazeera, The Guardian, and France's Mediapart.

The Intercept (TheIntercept.com) – Senior Director, Communications and Strategy
New York, NY – April 2018 to February 2024

- Developed and implemented annual strategic communication plans to support The Intercept's journalism, including its podcasts, videos, and investigative series.
- Wrote and issued press releases, news alerts, impact statements, reporting summaries, internal memos, and annual reports in support of The Intercept's editorial and business goals.
- Worked with the editor-in-chief, chief executive officer, senior editors, and the diversity committee to develop the organization's diversity, equity and inclusion (DEI) strategy.
- Developed a methodology to measure the impact of The Intercept's journalism by tracking media exposure, social reach, policy impact, awards, and journalistic influence.
- Developed a crisis communications plan based on the organization's reputational challenges, creating a process to quickly draft, approve, and issue media statements.
- Planned and executed press calls with Intercept reporters (for members of the media) focused on recent stories, new products, large reporting series, and data-driven investigations.
- Established editorial and communications partnerships with news and nonprofit organizations, including ACLU, Al Jazeera, Democracy Now!, Human Rights Watch, and France's Mediapart.

Kino Lorber Inc. (KinoLorber.com) – Vice President of Marketing and Publicity
New York, NY – May 2003 to April 2018

- Planned and executed marketing and PR campaigns to support the company's releases, including the Oscar-nominated films 5 Broken Cameras, Ajami, and Fire at Sea.
- Supervised the creation of trailers, posters, radio spots, postcards, and social media assets.
- Hired and managed outside marketing companies, publicity firms, and consultants.
- Wrote and issued all of Kino Lorber's corporate and acquisitions press releases, securing coverage in a range of national outlets, including Variety, Deadline, and The New York Times.

Cinema Slate – Founder & President
New York, NY – January 2015 to July 2020

- Acquired North American rights to 10 Latin American films and released them in the United States.
- Developed and executed marketing and publicity campaigns for the company's film slate.

AWARDS AND GRANTS

Housing Narrative Lab – New York, NY – April 2025 to February 2026:
Selected to produce a short documentary on housing justice issues in New York City. Film is currently in post-production.
Shape of Cities to Come Institute (SCCI) – New York, NY – October 2023 to December 2024:
Selected as a member of a 14-person inaugural cohort developing community-based projects and interventions.

EDUCATION

City University of New York – New York, NY – August 2025 to Present
Master of Fine Arts – Documentary Production (podcasting and filmmaking)
Ithaca College – Ithaca, NY – August 1997 to May 2001
Bachelor of Science in Cinema and Photography; Bachelor of Arts in Art History.
Universidade Federal do Rio de Janeiro (UFRJ) – Rio de Janeiro, RJ – January 1995 to July 1997
Communications Program – Radio & TV Studies.

DIGITAL AND SOCIAL MEDIA SKILLS

Proficient in DaVinci Resolve, Adobe Photoshop, Adobe Premiere Pro, MadMapper, and Google Ads.

LANGUAGES

Fluent in Portuguese and English; proficient in Spanish.