

PATRICIA COSTA

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Advanced Proficiency in English
Open to Travel

EXECUTIVE OBJECTIVE:

Head of Corporate Communications | Marketing Executive | Institutional Relations Leader

PROFESSIONAL SUMMARY

Senior Executive with over 20 years of experience in Corporate Communications, Marketing, and Institutional Relations, with a proven track record in pension funds, public institutions and strategic private sector projects. Recognized for driving business expansion, strengthening brand equity, and forging high-value partnerships, guided by strategic vision and a results-oriented approach, with consistent focus on sustainable growth, cost optimization, and customer-centric engagement.

Accomplished leader of multidisciplinary, high-performance teams, directing integrated marketing strategies, digital transformation initiatives and stakeholder engagement programs. Skilled in strategic leadership, corporate reputation management, governance and ROI-driven decision-making, with the ability to turn complex challenges into solutions that maximize organizational performance and enhance corporate reputation.

EDUCATION AND PROFESSIONAL DEVELOPMENT

- ✓ Postgraduate in Marketing Intelligence – Information Management School, NOVA University Lisbon – 2025
- ✓ Postgraduate in Communication and Marketing Management – University of São Paulo (USP) – 2026 (expected)
- ✓ Artificial Intelligence Applied to Communication – Insper – 2019
- ✓ Leadership Program for Experienced Managers – University of Michigan – 2013
- ✓ MBA in Strategic and Economic Project Management – Fundação Getúlio Vargas (FGV/SP) – 2012
- ✓ Corporate Communications – Fundação Getúlio Vargas (FGV/SP) – 2007
- ✓ Masters in Communication and Politics – University of Brasília (UnB) – 2006
- ✓ Bachelors in Journalism – Federal University of Ceará (UFC) – 2000
- ✓ Bachelors in Advertising and Public Relations – FIAM/FAAM – 1993
- ✓ Certified by the Institute for the Certification of Social Security Professionals (ICSS), since 12/20/2013 (Certificate No. EAO 2818)

PROFESSIONAL EXPERIENCE

LINHAGENS | São Paulo, Brazil

STRATEGIC COMMUNICATION CONSULTANT | Aug/2025 - Present

Key Responsibilities:

- ✓ Drive corporate communication strategy to strengthen brand recognition in genealogy and ancestral travel, ensuring authenticity and credibility in global markets.
- ✓ Align branding, digital marketing, institutional communication, and customer experience to deliver consistent, high-impact engagement.
- ✓ Develop KPIs and executive reports focused on ROI, operational efficiency, and resource allocation to high-value initiatives.

Key Achievements:

- ✓ Designed campaigns with international reach, increasing qualified lead generation and expanding strategic partnerships with global stakeholders.
- ✓ Established structured client feedback processes, elevating service customization and ensuring higher delivery standards.

PREVCOM | São Paulo, Brazil

DIRECTOR OF INSTITUTIONAL RELATIONS | 04/2012 - 04/2024

Key Responsibilities:

- ✓ Directed two strategic teams: Communications (Marketing, Digital, Events, Press Office) and Institutional Relations (Sponsors and Participants), leading 70 professionals.
- ✓ Led the strategic planning of integrated and multichannel communications, aligning brand positioning and corporate reputation to drive institutional growth and strengthen client engagement.
- ✓ Drove the integration of communication and customer service areas, ensuring institutional consistency and excellence in customer experience.
- ✓ Established a data-driven decision-making culture, by implementing KPI dashboards and strategic reporting to support the CEO and Board of Directors.
- ✓ Structured the Institutional Relations Department, consolidating communications, marketing, sponsorships and stakeholder management under a unified governance model.
- ✓ Oversaw budget governance, optimizing resource allocation, enforcing cost control and ROI maximization.
- ✓ Developed strategic alliances with key stakeholders, strengthening institutional and commercial partnerships while building a network within government and regulatory agencies to expand business opportunities.

Key Achievements:

- ✓ Over 50,000 new participants (10,000 in the first year) through a strategic partnership with a leading insurer.
- ✓ 15% AUM increase, reaching BRL 3.5 billion, driven by institutional client acquisition.
- ✓ Generated BRL 61 million in revenue, through integrated incentive campaigns and high-impact multichannel communication.
- ✓ Implemented financial and pension education program that reinforced institutional reputation and positioned Prevcom as a sector benchmark in the sector.

SPPREV | São Paulo, Brazil

INSTITUTIONAL RELATIONS MANAGER / EXECUTIVE ADVISOR | 09/2008 - 04/2012

Key Responsibilities:

- ✓ Conducted over 300 strategic training programs for HR teams and public servants, ensuring full compliance with new retirement regulations.
- ✓ Reported directly to the CEO, managing 65 professionals across communications, in-person customer service and outsourced call center operations.
- ✓ Designed and implemented service and communication frameworks, securing operational excellence and high-quality standards.
- ✓ Restructured workflows, improving cross-functional integration and enhancing customer experience.

Key Achievements:

- ✓ Introduced new workflows, delivering 20% productivity gains and annual cost savings.
- ✓ Reduced operational costs by 25% through service modernization and more effective resource management.

IPESP | São Paulo, Brazil

CORPORATE COMMUNICATIONS MANAGER | 04/2007 - 09/2008

Key Responsibilities:

- ✓ Led media relations, ensuring transparency and credibility in corporate communications.
- ✓ Developed strategic editorial projects for internal and external channels, reinforcing brand positioning and consistent messaging.
- ✓ Organized corporate events, lectures, and press initiatives to strengthen institutional visibility.

Key Achievement:

- ✓ Directed strategic communications that supported the São Paulo pension reform, delivering BRL 2 billion in savings and mitigating future pension risks.

IPREM | São Paulo, Brazil

CORPORATE COMMUNICATIONS COORDINATOR | 05/2006 - 03/2007

Key Responsibilities:

- ✓ Led institutional communications and media/public relations, ensuring credibility and brand consistency.
- ✓ Served as senior advisor to the CEO on communication strategies and institutional positioning.
- ✓ Built strategic partnerships with NGOs and universities to drive social projects and volunteer programs.
- ✓ Designed and directed ESG-aligned social-environmental initiatives, advancing sustainable development and community engagement.

TECHNICAL COMMITTEES AND CONFERENCES

- ✓ Chair, National Technical Committee on Communication and Marketing | Brazilian Association of Closed Pension Funds (ABRAPP) – 2019
- ✓ Speaker & Panelist, World Pension Summit (WPS) – Amsterdam, Netherlands – 2013 and 2014
- ✓ Roundtable Speaker, XXIV General Assembly of the Inter-American Conference on Social Security (CISS) – 2008