

# ADONAI ROCHA

## Experience Summary

From 2006 to 2009 worked as president and project coordinator for AJA - a small but an award-winning, independent, non-religious, non-profit, licensed-non-governmental organization (NGO) founded in 1995 with its headquarters in Brazil. AJA fosters environment protection and conservation, education, social development, health, human rights, sustainable income generation for the poor, including people with disabilities, youth and women. (See AJA's website at [www.aja.org.br](http://www.aja.org.br))

From 2005 to 2006 worked as Information and Communication Technology Director for ACHAP - an African partnership between the Government of Botswana (GOB), the Bill & Melinda Gates Foundation, and The Merck Company Foundation/Merck & Co., Inc., to prevent and treat HIV/AIDS in Botswana.

From 2002 to 2004 worked for the United Nations Development Program - UNDP in Botswana, Africa, as TV Director-Producer of Talk Back - an interactive TV program on HIV/Aids prevention and Teacher Capacity Building Project.

From 1997 to 2002 worked for the International Campaign to Ban Landmines and Human Right Watch, as Brazil researcher.

Coordinated educational projects and produced audiovisual materials such as videos, teleconferences, books and websites for AJA a non-profit educational NGO in Brazil from 1995 to 2002.

Worked as news, editorial and advertising photographer and produced audiovisual and videos for training and distance learning from 1977 to 1995.

## Professional Affiliations

- Professional journalist affiliated of the International Federation of Journalists and FENAJ - National Federation of Journalists (Brazil)
- Professional Advertiser affiliated of Brasilia's Advertisers Syndicate
- Founder Member of the Photographers Union of Brasilia.

## Awards

- *Innovative Use of New Media Awards* - Highway Africa 2004, corporate category, ICT developed for Talk Back TV programme, website and SMS and mobile phone integration. Rhodes University, Grahamstown, South Africa.
- *Paulo Freire Award 1998*, Information Technology as a Method of Learning category, given by the Brazilian Ministry of Labor, the Roberto Marinho Foundation, and the Social Service of Brazilian Industry (SESI).

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## Education

### **Universidade do Sul de Santa Catarina- UNISUL**

City, Country: Florianópolis, SC, Brazil

From – To: Jun-2006 - Jun-2008

Main Course of Study: Digital Multimedia Technologies

Field of Study: ICTs, computer, webdesign, TV, video

Degree or Equivalent: Graduate degree - Tecnólogo Multimídia Digital

### **Universidade do Sul de Santa Catarina- UNISUL**

Rede Interamericana de Formação em Educação e Telemática (RIF-ET), do Colégio das Américas (COLAM) da Organização Universitária Interamericana (OUI).

City, Country: Florianópolis, SC, Brazil

From – To: Apr-2007 - Jun-2007

Main Course of Study: Distance Education Medium and Technologies

Field of Study: Distance Learning, ICTs, computer, webdesign, TV, video

Degree or Equivalent: Extension Course

### **Universidade Centro de Ensino Unificado de Brasília - UniCEUB**

City, Country: Brasilia Brazil

From – To: Jan-2002 - Jun-2002

Main Course of Study: Computing

Field of Study: Computer System Analysis

Degree or Equivalent: Undergraduate degree - Análise de Sistemas

### **University of London and British Film Institute**

City, Country: London United Kingdom

From – To: Oct 1978- Nov-1979

Main Course of Study: Films and Cinema

Field of Study: Film Study, Arts

Degree or Equivalent: Certificates

Certificate in Film Study (Course R 0102 and R 0301)

Realism and Anti-Realism and Cultural Production

Fiction and Non-Fiction in the Cinema, Authorship, Genre, Movement and National Cinema, Realism, Cinema and Cultural Production, Summer Course, University of Stirling, Scotland, 1979.

### **Polytechnic of Central London**

City, Country: London United Kingdom

From – To: Oct-1978 - Sep-1979

Main Course of Study: Arts

Field of Study: Fine Arts

Degree or Equivalent: Certificates

Photographic Visual Studies

Photographic Colour Reproduction

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## **Universidade de Brasilia - UnB**

City, Country: Brasilia Brazil

From – To: Feb-1977 - Sep-1978

Main Course of Study: Journalism & Information

Field of Study: Journalism - B.A. Radio, TV, Cinema

Degree or Equivalent: Certificate of attendance (undergraduate)

## **Other formal training or education**

Name of School: Colégio Objetivo

City , Country: Brasilia Brazil

From – To: Feb-1974 - Dec-1976

Main Course of Study: Advertisement and Propaganda

Certificates or Diploma: Secondary Technical Course

## **Language Skills**

<b>Language</b>	<b>Mother Tongue</b>	<b>Read</b>	<b>Write</b>	<b>Speak</b>	<b>Understand</b>
Portuguese	Yes	Fluently	Fluently	Fluently	Fluently
English	No	Easily	Easily	Easily	Easily
Spanish	No	Fairly	No	No	Fairly

## **Computer Knowledge**

Advanced computer skills and experienced with all Microsoft Office Products (Outlook, Access, Word, Excel, Publisher, Front Page, and PowerPoint), plus newsletter creation (Adobe PDF), digital photography (PhotoShop) and video editing and DVD authoring (Final Cut Pro, iMovie), multimedia presentations, web design, HTML, PHP and Flash programming (DreamWeaver, Flash), databases (MySQL, Access), set up and configure web server (FTP, Plesk, Control Panel).

Experienced with Google's Map, Mapplets, Adsense, Adwords has met Google's requirements to attain recognition as a Qualified Google Advertising Professional.

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## Employment and Professional Experiences

### **Job Title: President and Project Coordinator**

Type of Business: NGO

From – To: May - 2006 – May -2009

Name of Employer

AJA - Associacao do Jovem Aprendiz

Number of Employees Supervised: 2

Kind of Employees Supervised: Secretary, Internet assistant

Description of Duties:

Develop and maintain AJA's website, including a Media Center (update news and videos), with links and resources on climate change and sustainable projects and ideas. AJA's EcoShop is an initiative which keeps AJA functioning. AJA fosters environment protection and conservation, education, social development, health, human rights, sustainable income generation for the poor, including people with disabilities, youth and women.

Summary of Achievements:

AJA is a recipient of a Google Grant award. The Google Grants program supports organizations sharing Google's philosophy of community service to help the world in areas such as science and technology, education, global public health, the environment, youth advocacy, and the arts.

### **Job Title: Information and Communication Technology Director**

Type of Business: Public and Private Partnership/TV Broadcasting

From – To: Apr 2005 - Apr 2006

Name of Employer: ACHAP - African Comprehensive HIV/Aids Partnerships which is a collaboration between the Government of Botswana (GOB), the Bill & Melinda Gates Foundation, and The Merck Company Foundation/Merck & Co., Inc., to prevent and treat HIV/AIDS in Botswana.

Number of Employees Supervised: 3

Description of Duties:

ICT Director of Talk Back - an interactive TV programme on HIV/Aids prevention and Teacher Capacity Building Project

- Develop and implementing a comprehensive ICT plan for TCB;
- Redesign and regularly update Talk Back interactive web site;
- Implement interfaces for receiving and distributing SMS;
- Maintaining databases and mailing lists;
- Create and distributing e-newsletters;
- Produce multimedia presentations, materials, classes, tutorials;
- Research ICT hardware and software;
- Manage ICT department/section, staff, for Talk Back/TCB;
- Train staff in required and appropriate ICT skills;
- Use ICT to monitor and evaluate the impact of Talk Back/TCB.

Summary of Achievements:

Created website, multimedia CD-Roms and implemented SMS text messaging system to support TV programmes.

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**Job Title: TV Director / Producer**

Type of Business: UN Agency/TV Broadcasting

From – To: Oct 2002 - Oct 2004

Name of Employer: United Nations Development Program

Number of Employees Supervised: 11

Kind of Employees Supervised: Producers, cameraman, image editor, script writer, presenter, gallery crew.

Description of Duties:

- Give editorial and visual direction and leadership in the design and production of a series (60X60 min) of live television programmes aimed at informing and educating viewers on HIV/AIDS related issues.
- Responsible for ensuring the availability of the studio, crew and all equipment necessary for the production
- Provide leadership in preparing the floor plan ahead of studio time; arranging camera and set positions as well as the seating plan.
- Plan and execute the creative outlook of the production, providing clear instructions on what needs to be done to get the desired picture composition, design background settings, etc.
- Produce 60 short documentaries on HIV/Aids in Botswana
- Design and maintain the website, produce graphic images for web
- Develop and manage databases of video tapes archive.
- Manage Teacher Capacity Building audiovisual project, equipments, production and staff development and assignments.

Summary of Achievements:

Trained television production crew to ensure sustainability of the programme. Provided advice with respect to audiovisual equipment, cameras, sound, non-linear editing suite for TV production. Produced 60 educational TV, live and interactive, programmes. Created website, multimedia CD-Roms and implemented SMS text messaging system to support TV programmes. Received the Innovative Use of New Media Awards - Highway Africa 2004, corporate category, ICT developed for Talk Back TV programme, website and SMS integration.

**Job Title: President and Web Accessibility Coordinator**

Type of Business: NGO

From – To: Nov 2001- Sep-2002

Name of Employer: ABRA - Associacao Brasileira de Acessibilidade

Description of Duties:

Coordinate development of education and outreach materials promoting Web accessibility for people with disabilities. Research and write outreach and reference materials and news items. Produce images, graphics and design accessible websites.

Summary of Achievements:

ABRA was the first NGO to present a Project of Law to the Brazilian National Congress. Was invited by ABNT Associacao Brasileira de Normas Tecnicas to join ABNT's web accessibility working group.

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## **Job Title: President and Project Coordinator**

Type of Business: NGO

From – To: Sep-1995 - Sep-2002

Name of Employer

AJA - Associacao do Jovem Aprendiz

Number of Employees Supervised: 9

Kind of Employees Supervised: Educators, producers, facilitators, trainees

Description of Duties:

Major accomplishments: Proposal writing, planning and implementation of projects. Produce educational material, such as books, educational and documentary videos and websites in the areas of job training for youth, HIV Aids prevention, social development, human rights, etc. Prepared proposals and budgets, network with funders, government, U.N. development agencies and local NGOs. Coordinate professional training and special education programs for public schools students and teachers. Plan, manage and coordinate program of HIV-Aids prevention for deaf persons, in partnership with the Ministry of Health and UNESCO. Designed and implemented projects of distance learning for teachers of SENAI Departamento Nacional.

Summary of Achievements:

In 1998, because of its outstanding work, was selected nationally to receive the Paulo Freire award in the category of Information Technology as a Method of Learning, given by the Brazilian Labor Ministry, the Roberto Marinho Foundation, and the Social Service of Brazilian Industry (SESI). Developed new social technologies, such as a job bank for disabled persons in the Internet, certified by the Fundação Banco do Brasil in 2001 and selected as finalist among more than 2,600 worldwide projects by the World Bank presented at the Development Marketplace, Washington, DC in 2002.

## **Job Title: Audiovisual Producer**

Type of Business: Brazil - Ministry of Communications Training Centre

From – To: Jan-1983 - Feb-1984

Name of Employer: Centro Nacional de Treinamento TELEBRAS, Brazil

Number of Employees Supervised : None

Description of Duties:

Worked for Telebrás - the Brazilian Telecommunication Company - at the National Training Center in Brasília, DF, Brazil, producing, duplicating, filing audiovisuals materials and videos for technical education and distance learning and training. Responsible for the Photographic Department attached to TV and Video Production Department.

## **Job Title: Freelance News and Editorial Photographer**

Type of Business: National magazines and newspapers

From – To: Jan-1980 - Dec-1983

Name of Employers:

Manchete, Isto E, Correio Braziliense, Jornal de Brasilia

Press offices and reps in Brasília, DF, Brazil

Description of Duties:

Produced images for editorial use, documented events and illustrated news, articles, reports.