

Valerya Borges

Jornalista | Escritora | Pesquisadora

valerya.borges@annastacia.com.br | linkedin.com/in/valeryaborges

Professional Summary

With over 20 years of experience, Valerya Borges has led strategies in institutional communication, social impact and corporate diversity across Latin America. She is a specialist in racial equity and has worked on initiatives for companies such as the World Bank, AVON, Claro, Bauducco and Petrobras.

- Leadership in racial equity strategies across LATAM
- Consultant in purpose-driven communication and DE&I policies
- Experience in corporate reputation and social investment
- Career acceleration programs for Black professionals
- Fluent in English

Professional Experience

Annastacia | Comunicacao & Impacto Social

Founder & Consultant (Since 06/2024)

VML LATAM / Brazil

Director of Inclusion, Equity & Belonging (06/2021 - 07/2024)

Sapient AG2 / Publicis Groupe

Corporate Communications Coordinator (09/2019 - 05/2021)

Annastacia Producoes

Partner & Consultant (01/2014 - 09/2019)

APRO

Communication & Marketing Manager (10/2015 - 11/2016)

Claro / Instituto Claro

Cultural Projects Specialist (09/2010 - 09/2013)

Academia de Filmes

Communications Coordinator (10/2006 - 03/2009)

Academic Background

- Masters Degree USP / Diversitas (2022-2025)

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- Postgraduate USP / CELACC (2019/2022)
- Specialization FGV (2012)
- Postgraduate PUC-SP (2007/2008)
- BA in Journalism USJT (1996/1999)

Additional Work and Courses

- Cultural Management Cultura e Mercado
- ProAC Grant Workshops CEMEC
- Consultancy Instituto Unibanco (2019)
- Project Development Casa Redonda, FTD Digital, Lado C Comunicacao