

MARIANA PEREIRA SILVA

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PROFESSIONAL SUMMARY

As an interdisciplinary professional, I bring a diverse academic and professional background in fashion and sustainability, highlighting my unwavering enthusiasm for continuous learning. With a particular focus on intricate issues such as sustainable development, my goal is to actively contribute to collective solutions by systematically advancing knowledge and providing actionable insights for students, policymakers and industry stakeholders.

EDUCATION

Development Studies, PhD University of Lisbon Thesis: "Sustainability in apparel value chains: social and environmental upgrading through a post-growth lens"	Lisbon, Portugal 2024-
Fashion Branding and Design, Master's Degree University of Beira Interior and IADE, European University Dissertation: "Sustainable Fashion Communication in Retail: The role of ecolabels in sustainable fashion consumption" Grade: 19/20 (A)	Lisbon, Portugal 2020-2022
Languages and International Relations, Bachelor's Degree Faculdade de Letras da Universidade do Porto Erasmus+ Programme at Masaryk University (Czech Republic), September 2019 to January 2020 Grade: 18/20 (A)	Porto, Portugal 2017-2020

PROFESSIONAL EXPERIENCE

Sustainability Research Assistant University College Dublin <ul style="list-style-type: none">TRUSTex Project, led by Professor Donna Marshall.Assisting with writing of academic, policy and media documents.Assisting with coding and analysis (qualitative research).Assisting with dissemination of findings.	Dublin, Ireland Mar 2025-
Invited Assistant Professor University of Beira Interior <ul style="list-style-type: none">Teaching Fashion Sustainability in the Bachelor's programme in Fashion Design.Providing academic consultation to third-year Fashion Design students for their final projects.	Covilhã, Portugal Feb 2025-Jul 2025
Sustainability Research Assistant Católica Lisbon School of Business & Economics <ul style="list-style-type: none">Project "The role of Portuguese manufacturers/suppliers in sustainability-oriented innovation and competitiveness in the clothing and textile industry".Contributing to literature review, data collection and analysis (qualitative research).Presenting at international conferences and industry events.Writing and editing research articles and book chapters.	Lisbon, Portugal Dec 2023-Feb 2025

<p>Head of Communications and Social Media (freelance) Ethical Assembly – Climate & Social Justice Conference</p> <ul style="list-style-type: none"> • Managing social media platforms (Instagram, LinkedIn, Facebook, newsletter). • Planning and designing content for social media. • Contributing to press relations. 	<p>Lisbon, Portugal Jul 2024-</p>
<p>Sustainability Communications Consultant (freelance) CGreener</p> <ul style="list-style-type: none"> • Planning and implementing sustainability communications strategy. • Contributing to press relations for sustainable brands, activists and NGOs. 	<p>Lisbon, Portugal May 2024-</p>
<p>Independent Researcher & Sustainability Consultant (freelance) Ethica – Sustainable Fashion Hub</p> <ul style="list-style-type: none"> • Managing an educational platform on sustainable fashion for consumers. • Creating evidence-based content for social media and websites. • Advising sustainable fashion brands on ethical communication and marketing strategies. 	<p>Lisbon, Portugal Mar 2023-</p>
<p>Journalist Vogue & GQ Portugal</p> <ul style="list-style-type: none"> • Researching and writing about fashion and sustainability for print and online. • Preparing and conducting interviews with experts and celebrities. • Translating articles from Portuguese to English. 	<p>Lisbon, Portugal Jun 2021-Mar 2024</p>

PUBLICATIONS

Books:

Abecassis-Moedas, C., Leglise, L., & Silva, M. P. (2025) [Forthcoming]. *Sustainability in textile and clothing: the role of Portuguese manufacturers and suppliers in sustainability-oriented innovation and competitiveness*. Fundação Francisco Manuel dos Santos.

Silva, M. P., & Costa, R. (2025). *Desfilar pela História*. Penguin Random House.

Book chapters:

Silva, M. P. (2025). Sustainable Fashion Communication in Retail: The role of ecolabels in sustainable fashion consumption. In A. Cruchinho and J. C. Neves (Eds.), *Sustainability in Fashion: Creativity, Education, and Innovation*. Springer Nature. <https://link.springer.com/book/10.1007/978-3-031-80991-0>

Conference papers:

Silva, M. P. (2024, November). *Post-growth futures for the sustainability of the fashion industry*. Fashion & Sustainability Conference, Lisbon. https://flconf.ulusofona.pt/wp-content/uploads/2024/12/FLConf24_bookOfAbstracts.pdf

Master's dissertation:

Silva, M. P. (2022). *Sustainable Fashion Communication in Retail: The role of ecolabels in sustainable fashion consumption* [Master's dissertation, University of Beira Interior and IADE]. https://ubibliorum.ubi.pt/bitstream/10400.6/12512/1/9194_19951.pdf

Non-academic publications:

Silva, M. P. (2024, April 9). *Portuguese climate activists carving space in media*. MediaCat Magazine.

<https://mediacatmagazine.co.uk/how-portuguese-climate-activists-are-carving-their-own-space-in-media/>

Silva, M. P. (2023, November 15). *Should sustainable brands participate in Black Friday?*. MediaCat Magazine.

<https://mediacatmagazine.co.uk/should-sustainable-brands-participate-in-black-friday/>

Silva M. P. (2023, June 12). *The bigger the better: beauty plastic pollution*. Vogue Portugal. <https://www.vogue.pt/english-version-travel-sizes-sustainability-voyage-issue>

Silva, M. P. (2023, April 13). *Less is so much more: degrowth in fashion*. Vogue Portugal. <https://www.vogue.pt/english-version-decreasing-fashion-revolution-issue>

Silva, M. P. (2022, April 14). *"I am a man who likes to wear skirts" - Billy Porter*. Vogue Portugal. <https://www.vogue.pt/english-version-genderless-fashion-quote-issue>

CONFERENCES

Fashion & Sustainability Conference – Lusófona University , Article presentation	Nov 2024
Be@t Day 2024 , Panel speaker	Jul 2024
Fashion Revolution Week – University of Beira Interior , Lecturer	Apr 2024
Sustainability Week – Faculty of Sciences, University of Lisbon , Lecturer	Apr 2024
Sustainability Summit – ISCTE, University of Lisbon , Panel speaker	Oct 2023
Fashion & Sustainability Conference – Lusófona University , Article presentation	Nov 2022

AWARDS

Merit Scholarship University of Beira Interior Awarded by the Portuguese General Directorate of Higher Education (DGES)	School Year 2021/2022
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TECHNICAL SKILLS

Computer Skills: Microsoft Word, PowerPoint, Excel, Teams. Adobe Illustrator, Photoshop, Premiere Pro. Zotero.

Languages: Portuguese (mother tongue), English (C2), French (C1), Spanish (B2).

Communication Skills: Professional and academic writing. Graphic design. Public speaking.

VOLUNTEER WORK

Associação Estilo com Impacto , President of the Advisory Board	Jan 2025-
Remake , Community ambassador	Mar 2024-
Let's Repair (Swap Market) , Community ambassador	Mar 2024-
Be@t – Bioeconomy at Textiles , Social ambassador	Jan 2023-