

ISABELLA SILVA DA CUNHA PIMENTA

Independent Communications & Insurance Systems Consultant

(Healthcare Literacy & Public Benefit Optimization)

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PROFESSIONAL SUMMARY

Independent Communications and Marketing Consultant with more than ten years of experience designing and implementing strategic, educational, and data-driven communication initiatives within regulated environments. Over five years of continuous professional activity in the United States, specializing in consumer education and optimization of insurance coverage adoption across health, life, commercial, and auto insurance systems.

Demonstrated expertise in translating complex healthcare and insurance frameworks — including the Affordable Care Act (ACA) and private insurance markets — into accessible, multilingual educational strategies that enable individuals, families, self-employed professionals, and small businesses to make informed, sustainable coverage decisions. The professional focus is on improving healthcare system efficiency, reducing unnecessary long-term dependency on publicly subsidized programs when private alternatives are viable, and promoting informed participation in the U.S. insurance ecosystem.

DEFINED NATIONAL PROJECT STATEMENT

Proposed National Project:

Development and nationwide implementation of structured, multilingual insurance literacy and consumer education frameworks designed to optimize private coverage adoption among eligible populations, thereby improving healthcare system efficiency, reducing information asymmetry, and supporting the sustainable use of publicly subsidized health programs.

AREAS OF EXPERTISE

- Insurance Consumer Education (ACA & Private Markets)
- Healthcare System Literacy & Coverage Optimization
- Strategic Communication in Regulated Industries
- Risk Profile Analysis & Decision-Support Frameworks
- Multilingual Educational Outreach (English, Portuguese, Spanish)
- Public Benefit Optimization & Consumer Awareness
- Digital Marketing Strategy & Data-Driven Campaign Evaluation
- Independent Consulting & Multistate Operations

METHODOLOGICAL APPROACH

Utilizes a structured and replicable methodology combining insurance system literacy, individualized risk profile analysis, regulatory-compliant consumer education, multilingual communication strategies, and data-driven campaign evaluation to support informed, sustainable insurance decision-making.

PROFESSIONAL EXPERIENCE

Independent Communications & Insurance Systems Consultant

Florida, USA

2023 – Present

Provides independent consulting services focused on consumer education, strategic communication, and insurance system optimization within the U.S. insurance market.

- Designs and implements educational communication frameworks explaining the structure, eligibility rules, and long-term implications of the U.S. healthcare system, including ACA marketplace coverage and private insurance alternatives.
- Develops multilingual outreach campaigns aimed at reducing information asymmetry among immigrant communities, self-employed professionals, and small business owners.
- Conducts risk profile analysis to support informed coverage selection aligned with individual, family, and business sustainability.
- Creates educational digital content (written, visual, and video-based) to explain insurance concepts, regulatory considerations, and consumer rights in accessible language.
- Applies data-driven marketing methodologies to evaluate outreach effectiveness, consumer engagement, and educational impact.
- Collaborates with licensed insurance agencies and professionals to ensure all educational initiatives are conducted in full compliance with federal and state insurance regulations.

Marketing & Communications Advisor – Insurance Sector

Florida, USA

2023 – Present

- Developed communication strategies to assist consumers in understanding differences between publicly subsidized health programs and private insurance solutions.
- Supported insurance literacy initiatives targeting immigrant and underserved populations through culturally and linguistically appropriate education.

- Implemented trust-based positioning and transparency-focused communication models within the insurance advisory environment.

Parliamentary Marketing & Communications Advisor

Legislative Assembly of the State of Minas Gerais – Brazil
2011 – 2014

- Coordinated institutional communication strategies for a state parliamentary office.
- Developed public-facing informational materials, legislative outreach campaigns, and transparency-oriented communication initiatives.
- Participated in projects aimed at public engagement and dissemination of policies with social and economic impact.

Communications & Strategic Marketing Advisor

Education Foundation for Labor of Minas Gerais (UTRAMIG) – Brazil
2007 – 2010

- Managed the Communications Department of a public workforce development and vocational education institution.
- Coordinated strategic planning initiatives, institutional campaigns, and statewide educational events.
- Served on multidisciplinary committees focused on strategic management, socio-environmental responsibility, and performance evaluation.
- Contributed to official management reports and performance indicators reviewed by government oversight bodies.
- Led communication initiatives supporting vocational education programs with statewide reach.

Marketing Professional

Education Foundation for Labor of Minas Gerais (UTRAMIG) – Brazil
2005 – 2007

- Developed institutional branding materials, educational publications, and internal communication strategies supporting organizational growth and stakeholder engagement.

REPRESENTATIVE OUTCOMES

- Improved insurance literacy among immigrant, self-employed, and small business populations.
- Increased understanding of ACA eligibility rules and private insurance alternatives.
- Supported sustainable, informed insurance choices aligned with long-term financial and healthcare planning.

EDUCATION

Bachelor's Degree in Social Communication / Marketing

FUMEC University – Brazil

Completion: 2007

Concentration: Product Design and Strategic Communication

Graduate-Level Studies (Partial)

- MBA in Strategic Marketing Management – FUMEC University (Brazil)
- MBA in Business Management – Ana G. Méndez University System (USA)

LICENSES & PROFESSIONAL CREDENTIALS

- Florida Insurance License – 4-40 (Customer Representative) – Issued September 2023
- Professional Training for Florida Insurance License 2-20 (General Lines Agent) – In progress (2025)

CONTINUING EDUCATION & PROFESSIONAL DEVELOPMENT

- Strategic Planning & Management for Results
- Balanced Scorecard & Performance Indicators
- Management Excellence Model (MEG)
- Socio-Environmental Responsibility & Governance
- Leadership Development Programs
- Small Business Administration & Entrepreneurship
- Web Design, Graphic Design, and Digital Communication

PUBLIC & INSTITUTIONAL ACTIVITIES

- Examiner – Prêmio Mineiro da Qualidade (Minas Gerais Quality Award)
Participated in the evaluation of organizational management practices and performance indicators (2008 cycle).

LANGUAGES

- Portuguese – Native
- English – Advanced / Professional Proficiency
- Spanish – Intermediate

TECHNICAL SKILLS

- Microsoft Office Suite
- Adobe Creative Suite (Photoshop, Illustrator, Acrobat)
- Digital Marketing Platforms & Analytics
- Content Development & Educational Media Tools
- CRM & Consumer Engagement Systems