

GUILHERME PECLY

Community & Communications Specialist — Culture, Nightlife & Electronic Music

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PROFILE

Community and communications specialist with 5+ years managing audience engagement, moderation, and digital presence for brands, agencies, and culture-driven projects. Deeply embedded in the electronic music and clubbing scene, I combine professional community management with lived participation in nightlife and club culture — giving me an authentic, sensitive, and informed perspective when building trust, narratives, and engaged communities. Experienced in high-volume message environments across Instagram, WhatsApp, and Telegram, with strong written communication, emotional intelligence, and a calm, solution-oriented approach to sensitive situations. Fluent in Portuguese (native) and English (C1).

COMMUNITY & COMMUNICATIONS EXPERIENCE

Social Media & Content Coordinator

Ares Social | Mar 2024 – Present

- Manage Instagram and community engagement for @juliocecarneiro, handling content, communication, and day-to-day audience interaction.
- Create and review technical content for Silicon Valley clients, including nonprofits working on sensitive topics such as biodiversity, conservation, and environmental impact — ensuring accuracy and clarity in all public-facing information.

Founder & Communications Consultant

Pecly Social | Dec 2023 – Present

- Run social media management, inbound marketing, and digital strategy for clients in Brazil and the U.S. across medical, housing, culture, and lifestyle sectors.
- Handle community interaction, copywriting, video editing, and multi-platform asset production.

Community Manager

Amarathi Hub Cultural | Sep 2024 – Apr 2026

- Owned community management on Instagram and WhatsApp for Amarathi, an art, culture, and wellbeing hub in central Rio de Janeiro (part of the city's Reviver Cultural program) hosting classes, performances, exhibitions, and electronic music events.
- Grew the community from zero to 12,000 followers in roughly one year, supporting the venue's positioning, audience engagement, and cultural presence.
- Communicated a diverse, collaborative cultural program to an engaged audience while maintaining a consistent, welcoming tone of voice.

Communications & Community Lead

Inception (Electronic Music Collective) | 2019 – 2024

- Led all communications and community management across Instagram and WhatsApp for one of Rio's electronic music collectives, growing the community from zero to 5,500 engaged followers.
- Built and nurtured an engaged audience around electronic music, nightlife, and club culture, managing day-to-day interactions, DMs, and group conversations.
- Supported the production of 10+ event editions, including partnerships with Carlos Capslock (São Paulo) and editions at The Edge in Rio de Janeiro.
- Maintained a consistent tone of voice and a safe, welcoming digital space across all touchpoints.

Social Media Manager

Great Escola de DJs | Oct 2022 – Jan 2024

- Managed content, communication, and digital strategy for the DJ school, maintaining consistency across channels and an active dialogue with its audience.

MARKETING & AGENCY EXPERIENCE

Marketing Intern

Prestige Cosmetics | Apr 2023 – Dec 2023

- Supported brand management for Dolce&Gabbana Beauty, Issey Miyake, and Narciso Rodriguez.

- Coordinated nationwide influencer marketing and trade-marketing initiatives across Brazil; managed website and social presence, OOH, and point-of-sale materials; copywriting and artwork development.

Account Executive

ESPM Junior | May 2021 – Apr 2022

- Negotiated and sold marketing projects, ran client briefings, drafted scopes, and coordinated project progress through ongoing follow-ups and demand analysis.

Marketing Consultant

ESPM Junior | May 2021 – Apr 2022

- Developed digital marketing, market research, and analysis projects using SWOT, STP, benchmarking, and competitor analysis.

EDUCATION

B.A. in Communication & Advertising

ESPM Rio | 2021 – 2024

B.Sc. in Biological Sciences

Federal University of Rio de Janeiro (UFRJ) | 2017 – 2021

RESEARCH & PUBLICATION

Scientific Article — Honorable Mention

ESPM | 2022 – 2023

“Analysis of Clubber Culture and Its Current Fashion Representations in Rio de Janeiro and São Paulo.”
Published and awarded an honorable mention. The work reflects not only professional research but my own participation in the electronic music and clubbing scene — I am part of the community I communicate with, which informs a more authentic and culturally grounded approach to narratives, strategy, and community building.

LANGUAGES & SKILLS

Languages: Portuguese (native) · English – Cambridge C1 · French – DELF B2

Community & Comms: Community management & moderation · high-volume DM/comment handling · conflict de-escalation · sentiment tracking · crisis communication · inclusive, empathetic tone of voice

Platforms & Tools: Instagram, TikTok, X, WhatsApp, Telegram · Meta tools · website / CMS info updates · Canva · CapCut, InShot, Reels

Strengths: Emotional intelligence · active listening · clear and objective writing · organization & attention to detail · calm and structured under pressure · experience with LGBTQIA+ and culture-driven communities