

Carolina Ahmed

SOBRE

Olá. Sou Carolina Ahmed, jornalista apaixonada por Disney, Orlando, viagens e seriados de tv. Sou também host do podcast Expresso Orlando, no qual entrevisto convidados e dou notícias e informações sobre os parques de Orlando.



Atividades e interesses

- Promoveu eventos de lançamentos de livros em parceria de editoras
- Tem canal no youtube no qual fala sobre dicas de inglês, séries, livros e Disney
- Host e editora do podcast Expresso Orlando
- Trabalhou em websites de notícias com tradução, posts e legendas

EXPERIÊNCIAS

- Professora de inglês em cursos e escolas
- Tradução e posts em websites
- Jornalista na revista SMK
- Midias Sociais e assessoria de imprensa na Wizard (Natal, RN)
- Redatora e jornalista na MacroBaby em Orlando (FL, USA)
- Front desk em hoteis em Orlando (FL, USA)

CAROLINA AHMED

Jornalista e tradutora

PERFIL

Formada em jornalismo pela Universidade Potiguar (UnP), com anos de experiência em ensino da lingua inglesa tanto em cursos de idiomas quanto em escolas bilíngua. Experiência com traduções de vídeos e textos.



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EDUCAÇÃO

Bacharel em Comunicação Social com habilitação em Jornalismo pela Universidade Potiguar (UnP)

QUALIFICAÇÕES

MICROSOFT WORD

POWERPOINT

BLOGGING

EXPERTISE

TRADUÇÃO

SOCIAL MEDIA

CRIAÇÃO DE TEXTOS E ARTIGOS

HABILIDADES

JORNALISTA

- Escrever matérias e press-releases, tanto em português quanto em inglês
- Elaboração de textos para produtos como redatora
- Cobertura de eventos
- Entrevistas
- Host do podcast Expresso Orlando, cujo foco é Disney, tanto parques quanto animações
- Atualização / posts em portais de notícias

TRADUTORA

- Tradução de textos para blogs e outros websites
- Vídeos e legendas
- Notícias para portais de notícias
- Entrevistas em inglês para o podcast Expresso Orlando e websites anteriores



O podcast semanal Expresso Orlando surgiu em maio de 2019 para trazer muita informação não somente a respeito dos parques temáticos de Orlando, mas também sobre o mundo da Disney. Carolina Ahmed e Raphael Faustino estão sempre com convidados especiais para tornar o papo ainda mais divertido para os ouvintes. Além do episódio regular da semana sobre viagens e parques, uma série extra chamada Mais Disney é lançada mensalmente com participação de Felipe Ahmed, para abordar conteúdo exclusivo Disney que não envolvam os parques, mas somente séries, cinema, livros e música.

http://www.expressoorlando.com

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AS VANTAGENS DE FAZER ENXOVAL DE BEBÊ EM ORLANDO

MacroBaby dezembro 28, 2019

Orlando é uma cidade mágica que recebe milhões de famílias o ano inteiro, não somente empolgadas para conhecer seus parques temáticos, mas também a procura dos melhores e mais diversos produtos para fazer seu enxoval de bebê. Brasileiros, hispanos, asiáticos e europeus chegam a ficar encantados ao se deparar com a qualidade, diversidade e valores do mercado americano. Por este motivo, muitos pais fazem a sua poupança e decidem unir do útil ao agradável: uma viagem inesquecível e um enxoval completo para que seu pequeno tenha tudo de melhor.

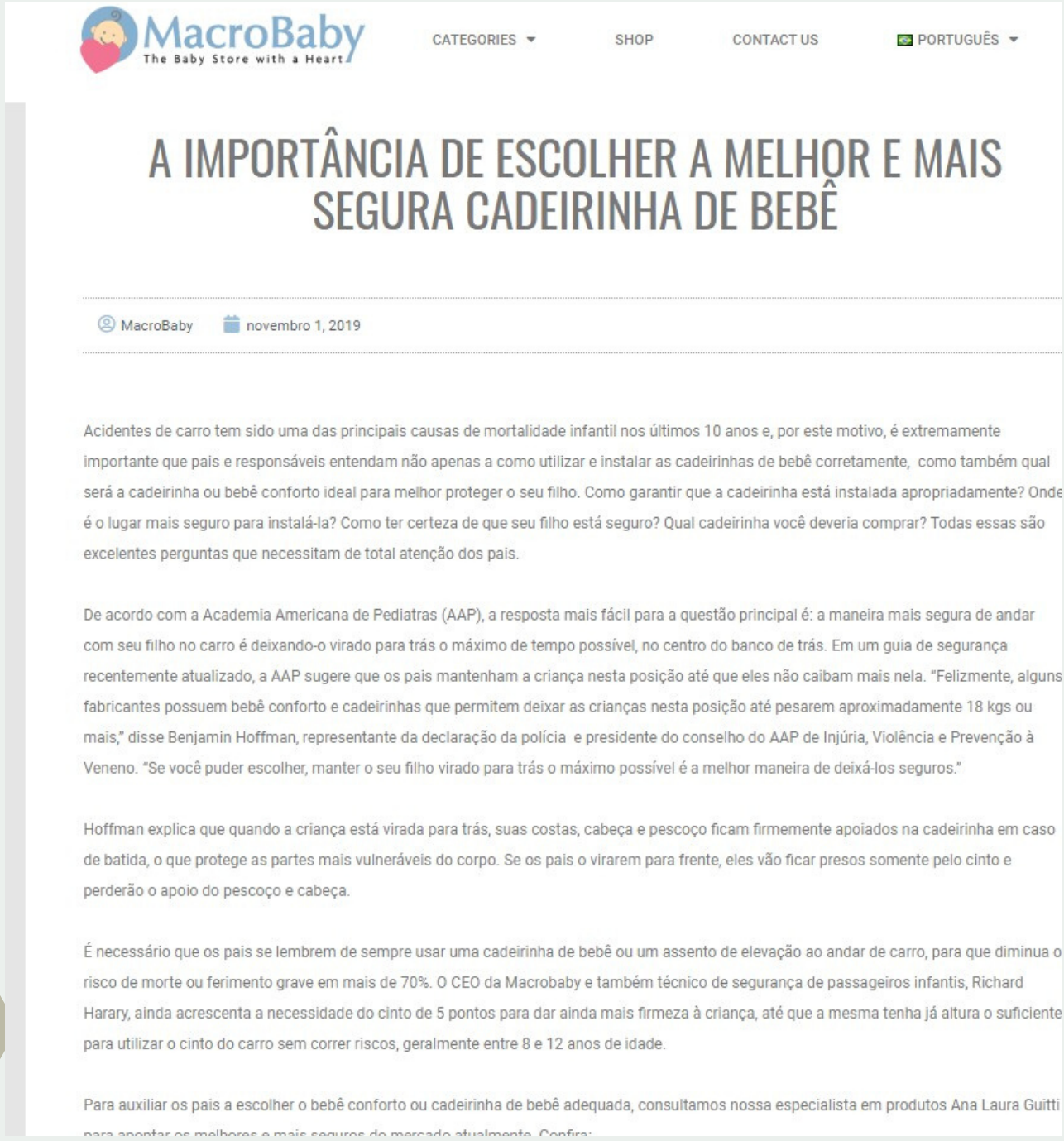
Esta foi a maior inspiração para José Luiz Barroso e Emília Mello, que amam vir a Orlando sempre que tem a oportunidade. "Além de comprar produtos de qualidade superior, seria a última viagem que faríamos em muito tempo, como uma 'despedida' de viagens," disse o papai, acrescentando que achou produtos das melhores marcas pela metade do preço.

A alta do dólar tem deixado muitos pais hesitantes para fazer um orçamento, entretanto, mesmo na hora de converter em reais ainda há uma imensa variedade de produtos que compensa a viagem e acaba fazendo o enxoval completo sair mais em conta. A mamãe Fernanda Evangelista nem cogitou adquirir produtos no Brasil. "Coisinhas básicas mesmo, como colheres, chupetas, mamadeiras, de tipos diferentes, tudo é muito caro lá," afirma. As *personal shoppers*, mulheres que fazem consultoria de compras na cidade, constantemente analisam preços dos mercados brasileiro e americano e costumam postar comparativos em seus perfis no instagram para que os pais possam acompanhar. Por este motivo, e também levando em consideração bons descontos e cupons, em termos de preço e economia ainda vale muito a pena comprar nos Estados Unidos.

Outra vantagem de fazer enxoval em Orlando são os produtos inovadores que podem demorar anos para chegar no Brasil. Somente na MacroBaby, a loja mais procurada pelos brasileiros, são mais de 50 mil produtos de diversas marcas para que os pais tenham uma grande variedade de opções, com diferentes cores, estilos e preços. É possível encontrar produtos que acabam de ser lançados, tais como o cadeirão da Cybex, a pomada em spray da Primo Passi, as meias que não saem do pé da Squid, a camisa "caguru" para papais carregarem o bebê da Lalabu, o teste para saber o sexo do bebê Intelligender e muitos outros.

Além da exclusividade, a variedade dos protudos é tão grande que muitos pais ficam perdidos e precisam de ajuda para saber o que comprar, e qual é a melhor opção dentro de cada categoria. Tem chupetas comuns, tem as que vem com bichos de pelúcia, as que fecham ao cair para não sujar, as que possuem compartimentos para dar remédio, as que também são termômetro, e muito mais. Todas com estampas e designs

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A IMPORTÂNCIA DE ESCOLHER A MELHOR E MAIS SEGURA CADEIRINHA DE BEBÊ

MacroBaby novembro 1, 2019

Acidentes de carro tem sido uma das principais causas de mortalidade infantil nos últimos 10 anos e, por este motivo, é extremamente importante que pais e responsáveis entendam não apenas a como utilizar e instalar as cadeirinhas de bebê corretamente, como também qual será a cadeirinha ou bebê conforto ideal para melhor proteger o seu filho. Como garantir que a cadeirinha está instalada apropriadamente? Onde é o lugar mais seguro para instalá-la? Como ter certeza de que seu filho está seguro? Qual cadeirinha você deveria comprar? Todas essas são excelentes perguntas que necessitam de total atenção dos pais.

De acordo com a Academia Americana de Pediatras (AAP), a resposta mais fácil para a questão principal é: a maneira mais segura de andar com seu filho no carro é deixando-o virado para trás o máximo de tempo possível, no centro do banco de trás. Em um guia de segurança recentemente atualizado, a AAP sugere que os pais mantenham a criança nesta posição até que eles não caibam mais nela. "Felizmente, alguns fabricantes possuem bebê conforto e cadeirinhas que permitem deixar as crianças nesta posição até pesarem aproximadamente 18 kgs ou mais," disse Benjamin Hoffman, representante da declaração da polícia e presidente do conselho do AAP de Injúria, Violência e Prevenção à Veneno. "Se você puder escolher, manter o seu filho virado para trás o máximo possível é a melhor maneira de deixá-los seguros."

Hoffman explica que quando a criança está virada para trás, suas costas, cabeça e pescoço ficam firmemente apoiados na cadeirinha em caso de batida, o que protege as partes mais vulneráveis do corpo. Se os pais o virarem para frente, eles vão ficar presos somente pelo cinto e perderão o apoio do pescoço e cabeça.

É necessário que os pais se lembrem de sempre usar uma cadeirinha de bebê ou um assento de elevação ao andar de carro, para que diminua o risco de morte ou ferimento grave em mais de 70%. O CEO da Macrobaby e também técnico de segurança de passageiros infantis, Richard Harary, ainda acrescenta a necessidade do cinto de 5 pontos para dar ainda mais firmeza à criança, até que a mesma tenha já altura o suficiente para utilizar o cinto do carro sem correr riscos, geralmente entre 8 e 12 anos de idade.

Para auxiliar os pais a escolher o bebê conforto ou cadeirinha de bebê adequada, consultamos nossa especialista em produtos Ana Laura Guitti para apontar os melhores e mais seguros do mercado atualmente. Confira:

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TOY STORY REMINDS THE IMPORTANCE OF TOYS FOR A CHILD'S DEVELOPMENT

MacroBaby June 18, 2019

Toy Story 4 premiere this week, bringing back to the big screen the well-known and beloved toy characters by generations since the first one was released in 1995 in a partnership between Disney and Pixar at the time. The anticipation has been high ever since Disney announced the 4th film, since the previous trilogy was already a huge success and emotional on a deep, personal level for so many people. As we follow Woody, Buzz and their friends, we can see from the perspective of a toy the process of growing up and having to leave behind the fun, innocent moments from your childhood. A simple storyline that almost everybody can relate to.

The reason behind the Toy Story franchise being a worldwide hit is likely the way the toys not only teach us basic sensory and motor skills but also stimulate our imagination and creativity. And as Walt Disney used to say, "Our greatest natural resource is the mind of our children". And like his own family, cowboy Woody and the other toys witness Andy's development and growth and spend all movies trying to make peace with the fact that someday he wouldn't need them anymore. Hopefully, they could totally make a difference in some other kid's life, because toys have a history along with them. Even though in real life they can't talk, but they still carry years of making children laugh.

The thing is that Toy Story movies have reminded us of the painful process of growing into independent adults, but more than that, they have made us realize the importance of the toys in our lives. They are our friends when we are still too young to make friends, they're always there even when there's no one else, and they can be whoever we want them to be. We can light up our imagination and go above and beyond with it.

If you leave the emotional side behind, toys are also great for educating children on many levels. They teach colors, numbers, help develop sensorial, visual and language skills, besides stimulating problem-solving. Nowadays there are toys for every different need and development stage of a child, even ones specially designed for children with autism, deaf or blind.

In our article about how simple toys can help special needs children to develop their skills, we were able to talk to the Educational psychologist Ana Beatriz Mello, who explained some of the benefits of the toys for the little ones. According to her, both teachers and psychologists can observe how kids are able to socialize and understand the basic rules of coexistence, as well as unconsciously learn logical thinking, language organization, and motor skills.

And since Toy Story is once again back to remind all of us how important it is to play with toys, we brought to you a list of the best toys for different ages that your child will love to have for a long time while growing up.

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INTRODUCING SOLID FOODS TO YOUR BABY

danilo October 1, 2019

After six months feeding your baby exclusively on breast milk, it may be the time to slowly introduce solid food to her. Is there a feeding schedule to follow? What are the recommended food and snacks to give to my baby? Will she choke? Those are just a few questions many parents usually ask their doctor in this stage of their child's life, and it's completely normal to be scared and confused since it's all new for the whole family. But before getting started, it's important to tell if your baby is ready for it.

Once they double their weight and can already sit up well without support, which usually happens around 4-6 months of age, babies will show signs that they are ready to start solid food. Some of the signs include participating in the family mealtime and trying to grab food and put in her mouth, opening their mouth when seeing food, making chewing motion, looking hungry even with the recommended amount of breast milk or formula and being curious about what you're eating.

You don't have to be worried if your baby doesn't show any of these signs around that age, because each baby has her own time and development. But if this has been happening to your little one, stay tuned for some great tips on how to introduce solid food for babies.





At first, there will be no need to establish a routine for feeding your baby or even give her too much food. Until the baby becomes a 1 year old toddler she will still feed mostly on breast milk and will let you know when she's hungry. Parents have to respect their baby's own time and start the complementary feedings slowly, which includes only pureed fruits or veggies. "Initially you can feed the baby only with fruits and maybe lunch with vegetables, proteins and carbohydrates, but all pureed to offer a very soft consistency. And as she becomes older you can also introduce dinner", says the Nutritionist Amanda Lessa.

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SILVER CROSS INTRODUCES THE NEW JET 2020 STROLLER AT MACROBABY STORE

MacroBaby January 31, 2020 No Comments

MacroBaby store in Orlando held an important training meeting last week for its sales associates and partners with a Silver Cross representative, where they were introduced to the new Jet 2020 stroller and all its 62 different updates and modifications, including new features, looks, and functionalities. The reason for this special visit is that MacroBaby is one of the 8 exclusive stores in the United States, and the only one in Orlando, that will be selling the new Silver Cross compact stroller, which is going to be available on February 21st.



Black | Ocean Special Edition | Mist Special Edition

Lightweight and ultra-compact, the Jet stroller has become a hit for Silver Cross very soon after its launching, but reviews have shown that it needed some updates. According to the Silver Cross representative, the brand's listened to what customers were saying and applied the changes to the new one, called Jet 2020. The first thing you may notice in the Jet 2020 stroller is its handle bar, which was adjusted to be more comfortable for taller people to maneuver the it. However, among all the new amazing features, it's important to highlight that Jet 2020 stroller now supports babies up to 55 lbs, 15 lbs more than the previous version, so it will stay longer with your family.

Great for traveling, the Jet 2020 stroller is also ultra-compact and stands on its own when closed, fitting perfectly in the overhead compartment of airplanes. In order to give more stability to the stroller, its wheels and seat base were expanded, resulting in a better performance. Also, its seat is larger and its footrest is longer, which guarantees more comfort to your baby.

Another nice feature is the premium oxford fabric and updated colors to ensure that the stroller won't discolor and to provide more blockage from

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HOLIDAY GIFT GUIDE 2019 FOR BABIES, TODDLERS, AND MOMS

MacroBaby November 8, 2019

Thanksgiving is not even here yet, but before you know it, you'll be seeing Christmas lights and decorations everywhere along with your favorite Christmas Carols. This means that the Holiday spirits are finally here for those Santa's helpers who embrace this joyful magical season and cannot wait to get their family together for some great food and, of course, nice gifts as well. And let's be honest, not only the naughty and good kids wait anxiously every year to see what Santa's bringing them, but adults as well, after all... who doesn't love gifts? So if you are looking for the perfect Christmas gift to give to babies, toddlers, and moms, you came to the right place, as we have prepared this amazing Holiday gift guide 2019 for babies/toddlers and Holiday gifts guide for moms.

Holiday gifts guide for babies/toddlers

When you think of a gift for a child, you instantly think of a toy. And even though toys may not sound like a useful gift, they are actually great for the little ones, because they can calm and soothe them besides helping them develop important sensory and motor skills. So for this Holiday gift guide for babies and toddlers, we carefully selected the best toys for each appropriate age.

Gift Ideas For Babies

During babies' first year, the toys are supposed to prepare them for development achievements as well as help improve their sensory and motor skills, which is why sensory toys with a variety of textures, sounds and vibrant colors are so important. Toys such as playmat, teethers, rattles, musical mobiles and soft squeeze toys stimulate hearing and speech and language development, strengthen arms and legs, soothe sore gums, improve focus, build grip and enhance tummy play. You can't go wrong with them!



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ENJOY BLACK FRIDAY TO GET THE BEST AND MOST DURABLE BABY PRODUCTS

MacroBaby November 29, 2019

The Black Friday madness is already hitting every store in the country, making shoppers hungry with the holiday shopping spirit to find the best deals in the market. And while most people only focus on getting their hands on electronics, such as iPhones and other smartphones, computers, tablets and TVs, many parents-to-be enjoy the lowest prices to get what's really worth and durable for their child from reliable popular baby brands that are known for high quality products, safety and comfort; Items that will definitely grow with the family. This is why is so important to understand the products you want to buy for your baby this Black Friday and what's the right one for your needs. Choosing the right stroller, for instance, is not an easy task. There are strollers appropriate for each environment, terrain, and even climate. Of course, some of the best strollers already come well designed to offer a smooth ride on all surfaces, but you still need guidance and research to figure out what you like the most.

Is it worth to purchase baby products during Black Friday? Yes, it is. Definitely. Absolutely. Yes, yes, yes, a hundred times yes. There are three ways your Black Friday shopping can go: the first one is for larger products that are also the most expensive in your list; things like strollers, car seats, breast pumps and more. The second one is for small products that may even be cheaper all year round, but you usually either need to keep buying them many times or buy in a large number, like diapers, wipes, pacifiers, bottles, socks and even clothes, because you know, babies grow up super fast, after all. So a great advantage of Black Friday here is to allow you to stock them at home, therefore you won't have to worry about getting those again for a long time. You'll simply have everything you need to take care of your little one. And last, but not least, think of holiday gifts as well, such as interactive toys, activity gyms, stuffed animals, bath toys, dolls, ride-on toys and many more. Check out our guide below and go to our website for more information.

Guide of really worth baby products deals on Black Friday

We understand that Black Friday can be tricky and confusing for some people because all you read everywhere are things like "discounts", "deals", "offers" or "on-sale" and you don't even know where to start with so much going on around you. For this reason, we have prepared a little guide to help you, and we advise you to read it carefully and visit our website to see the things mentioned below for yourself before purchasing something you're not sure just because of big letters, vibrant colors, and ads.

Car seats, strollers, bassinets and accessories

Products in this category are the ones that will grow with your baby and last longer in the family, which is why you have to choose them carefully.

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REALISTIC REBORN DOLLS HAVE BECOME A TREND AMONG CHILDREN

MacroBaby January 7, 2020 No Comments

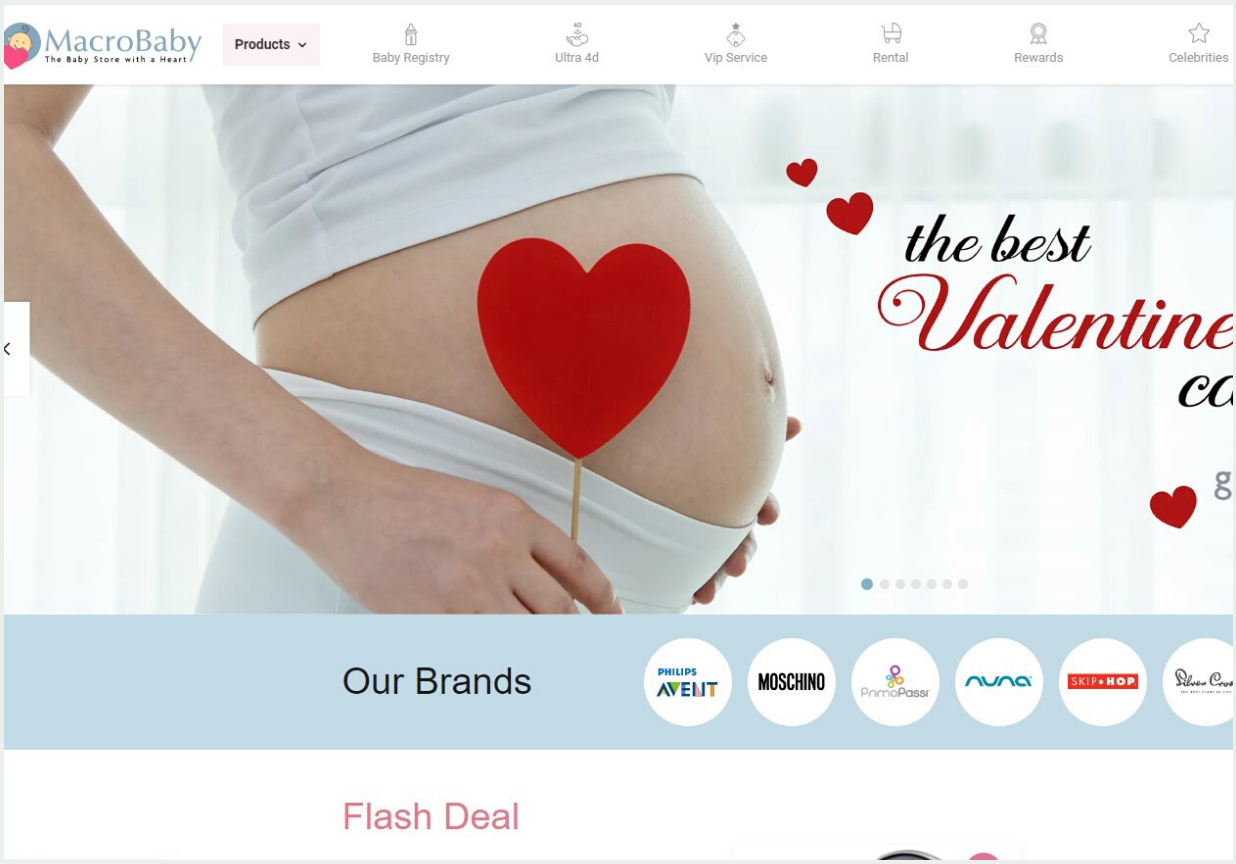


Reborn dolls may be collecting items for many adults due to their realistic looks and details, but they definitely have become popular among children as well. Every week, MacroBaby receives more and more children from all over the world to its Dolls Maternity, looking to go through the "adoption" experience and take home their own lifelike baby doll. And even though reborn dolls are also beloved by adults and seniors, it's the kids who make the maternity a huge hit at Macrobaby. Coming from Brazil, the UK, Iceland and other European countries, they get fascinated by the diversity of dolls they find, not to mention the emotion of adopting their own baby. "It feels like the reborn dolls are the icing on the cake when it comes to dolls", says Sally Correa, one of the "nurses" in the Maternity.

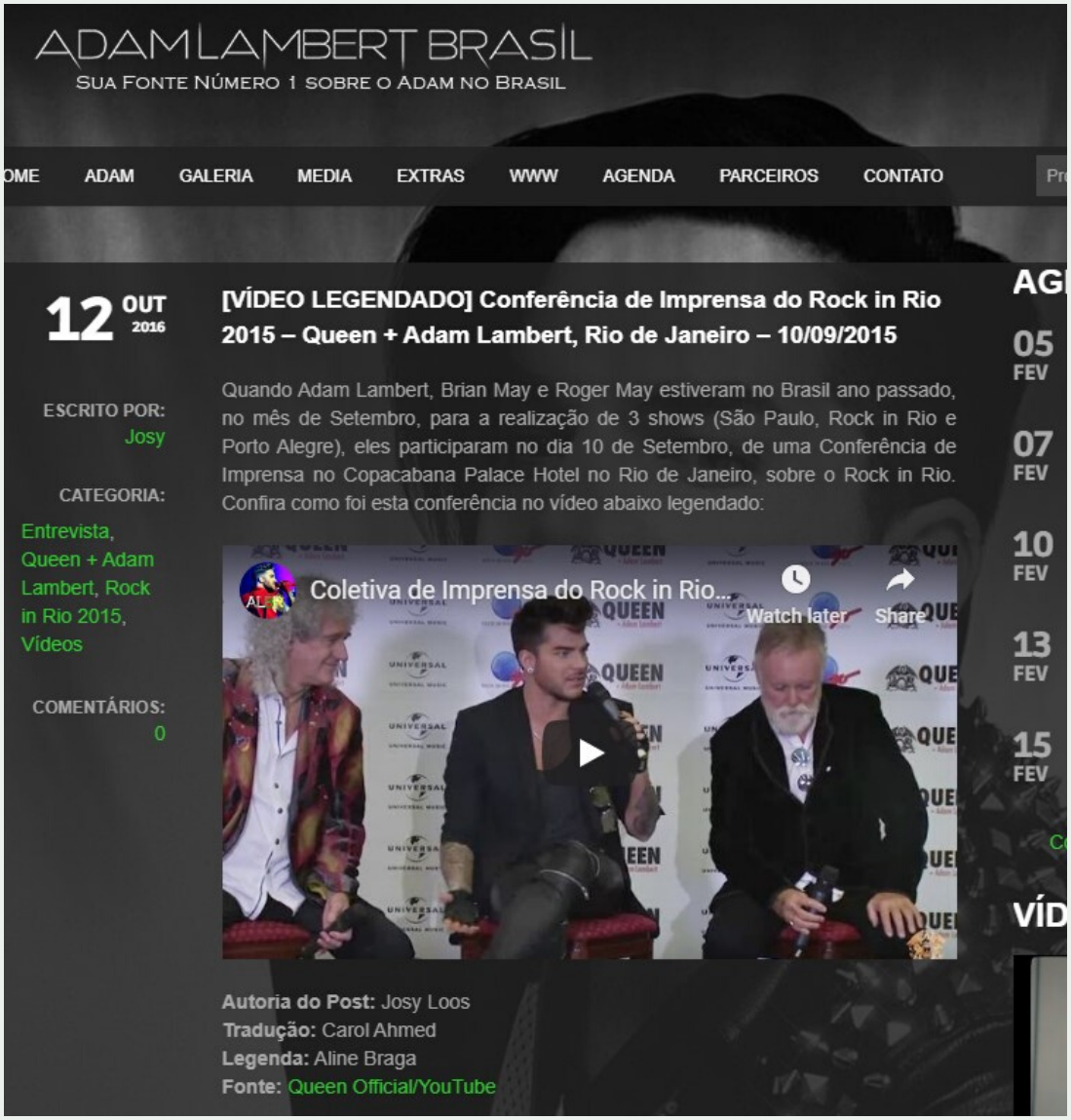
The love children have for dolls is actually encouraged by specialists, educators and psychologists, since playing with them brings only benefits for the little ones, as they are able to use their imagination to explore and practice nurturing behaviors. They project people onto the dolls in a way that can help them resolve real-life conflicts, and promote self-expression and critical thinking. "Having a doll that a child relates to can provide an outlet for that child to explore challenges in their own lives in a safe, non-threatening way," says Dr. Amanda Gummer, founder of **Good Play Guide**, who also indicates that dolls have several roles in a child's life. When it comes to reborn dolls specifically, parents also find them helpful to ease a child's transition into an older sibling when the family is growing. "Children do copy their parent's behavior, so a realistic doll is appealing.

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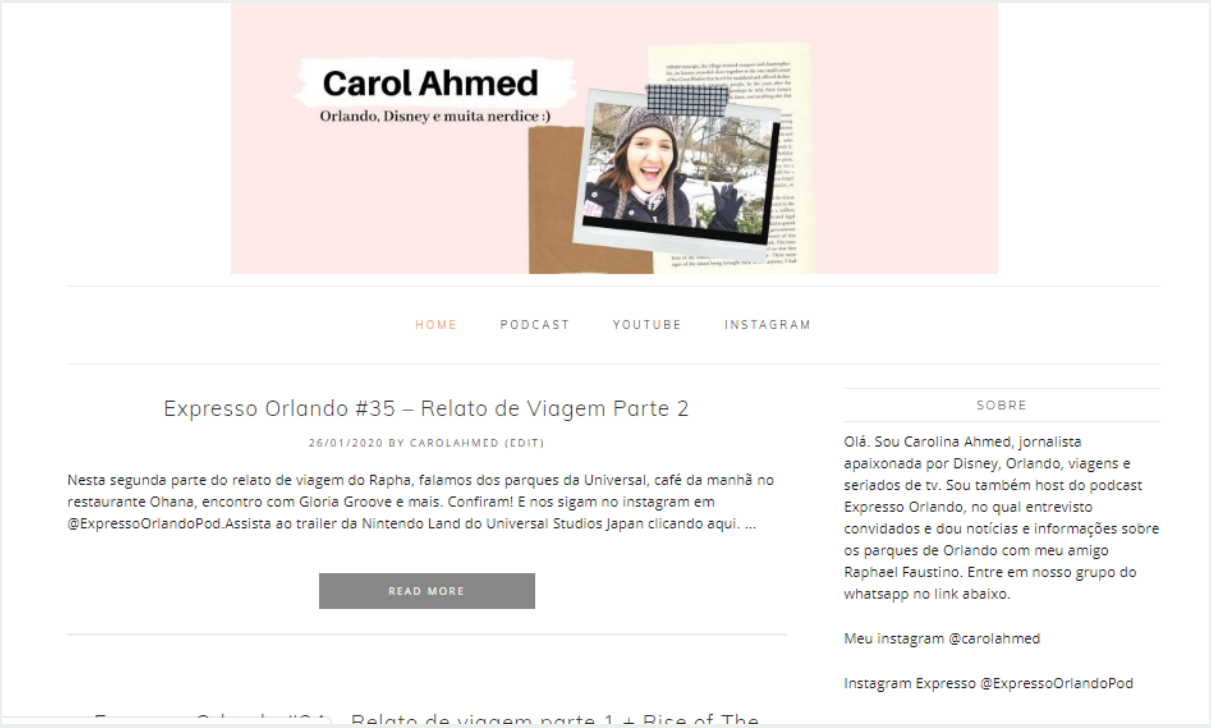
Textos do site MacroBaby.com



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http://www.expressoorlando.com