



ANA LUIZA HOEPFNER

CONSULTANT, 2017 - PRESENT | B.A. FACULDADE FEDERAL DE MINAS GERAIS, M.S. THE NEW SCHOOL

Ana Hoepfner utilizes her experience in community development and design to support a diverse array of projects and internal processes. In addition to direct client support, she aids the company's development by enhancing operational procedures and systems

in the areas of information flow and management, business processes and development, and enhanced reporting.

Highlighted Projects:

Ana provided bilingual project support for a multi-year engagement for the Massachusetts Department of Public Health (MDPH), who entrusted Urbane in their continued efforts to reduce chronic illnesses, particularly in Fall River, a community with a longstanding Portuguese immigrant population. During the final portion of this engagement, Ana served as an on-site bilingual project manager, developing content for a written report, and a short bilingual video feature in English and Portuguese, which highlighted the projects successes and learnings.

She provides ongoing support to the team at Flatbush Caton Market, where Ana fosters and sustains relationships with tenants, while also assisting with data collection, merchandising, and the creation of marketing/brand collateral.

Additional Experience:

- *Charged with designing and executing an independent analytic project to provide tools and alternatives to promote equitable development through a creative placemaking initiative - The Robbins Project - a catalyst of the redevelopment of Downtown Warren. The methodology used to develop this work included extensive research and community engagement workshops.*
- *As a Manager at Voice of Many Waters, she was responsible for the development of social projects and community outreach, while also spearheading fundraising campaigns, developing relationships with donors and coordinating volunteers.*
- *Worked on technical assistance and development of social projects for the implementation of the federal urban policy Local Plan for Social Housing (PLHIS) in the municipalities of Barbacena and Varginha, Brazil, where she developed architectural projects for various public spaces and low-income housing.*