



# Gabriela Pereira



## AUTHOR | SPEAKER | FOUNDER OF DIY MFA

Gabriela's high-energy speaking style and quirky humor are a counterpoint to her content-rich, nuts-and-bolts presentations. An entrepreneurial version of Mary Poppins, she uses fun, playful keynotes and presentations to engage and captivate her audience, all the while discussing complex concepts or technical elements of writing and creativity.

### *Gabriela Inspires Audiences to...*

**DISCOVER** new sources of inspiration, so they never again have to wait for the elusive muse.

**RETHINK** the mindsets that hold them back so they can take ownership of their creative process.

**BUILD** effective connections with other creatives, so they don't feel isolated in their work.

**UNLEASH** their creative brilliance and share their talents with the world.

### *Keynotes*

- **The Creative Life:** How to Survive and Succeed Without Breaking Your Heart or Losing Your Mind
- **Train Your Brain:** Generate Ideas on Demand
- **Fail Smarter:** The Secret to Creative Resilience
- **The Art of Persuasive Writing:** Conquer the Craft of Communication

Whether she's giving a keynote at a college campus, presenting at a national marketing conference, or even teaching poetry to first graders, Gabriela's goal is always the same: to empower people to express their creativity, motivate them to strive for excellence in their craft, and challenge them to go beyond their artistic comfort zones.

### *Appearances Include:*

Clarenomt McKenna Athenaeum  
 Howl at the Moon Conference  
 CraftFest/ThrillerFest  
 WANACon

Writer's Digest Conference  
 SCBWI NJ Conference  
 Backspace Writers Conference  
 Association of Writers & Writing Programs Annual Conference

RWA Annual Conference  
 BlogHer / BlogHerFood  
 The Write Stuff



# diyMFA

**Gabriela Pereira** is an author, speaker, and entrepreneur who wants to challenge the status quo of higher education. As the founder of DIY MFA, her mission is to empower writers, artists and other creatives to take an entrepreneurial approach to their professional growth.

She earned an MFA in creative writing from The New School, and is the author of *DIY MFA: Write with Focus, Read with Purpose, Build Your Community* (Writer's Digest Books, 2016).

Drawing from her experience in various fields—books and publishing, psychology research, graphic design, and the toy industry—Gabriela's talks empower people to share their creative gifts, motivate them to strive for excellence in their craft, and challenge them to go beyond their artistic comfort zones.

“ Gabriela's presentation and worksheets have changed how I look at story structure and my writing process. I took a recent synopsis I was having trouble with and jotted everything down on the worksheet. Immediately my problem became apparent and I was able to clean it up quickly and send it to my agent.

*Celia Kyle* NEW YORK TIMES & USA TODAY BESTSELLING AUTHOR

“ Gabriela is an exceptional presenter. Her ability to connect with an audience of writers, and offer content that gives them focus, direction and encouragement is remarkable.

*Gary Zenker* FOUNDER & FACILITATOR, WILMINGTON AND MAIN LINE WRITERS GROUPS

“ I loved Gabriela's wonderful class on outlining. She's an awesome teacher who not only knows the content perfectly, but also knows how to teach it. Of the fifteen sessions I attended at RWA this year, hers was one of my top three.

*Silvi Martin* CONTEMPORARY ROMANCE AUTHOR