An unfinished tale about a storyteller focused on empowering others with economic knowledge

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During my time as an Economic Researcher and endless hours of study, I was constantly thinking about how knowledge can change people's lives – especially when looking at my own story. Having my MSc's final paper recognized as the country's best dissertation in 2019 by the prestigious "Brazil Economics Award" was proof of that, since it pushed me to outstanding places that I’ve never thought I’d be. But how far could my complex and academic-erudite words go and how many of us could they really transform? That question led me to create CIECO, a platform dedicated to translating economic concepts into everyday language for all. As the creator, editor, and writer, I passionately crafted articles to make economics accessible to every person, regardless the background. reaching over 1,300 visitors from 17 different countries.