



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 & Workshops

- **How to Survive and Succeed As a Writer**
(without breaking your heart or losing your mind)
- **Creativity is a Craft**
Train Your Brain and Generate Ideas on Demand
- **Conquer the Craft of Fiction**
Write a Book You're Proud to Share with the World
- **Perfect Your Plot, Structure Your Story**
Keep Readers Turning Pages with a Dynamic Narrative
- **Unleash Your Storytelling Superpower**
Discover the Power of Character Archetypes
- **Rock Your Revisions**
Edit Your Book Like You're in Charge

Appearances Include:

Claremont 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



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*.

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