LAIS PEREIRA

Senior Producer | Creative Operations | Project Management | NYC/ NJ
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SUMMARY

Senior Producer and Creative Operations professional with 10+ years of experience delivering integrated campaigns and building the operational systems that make creative teams thrive. Background spans top-tier agencies and in-house studios across advertising, experiential, social, digital, trade and brand storytelling. Known for bringing structure to complexity, partnering closely with creative and marketing teams, managing vendors and budgets, and making sure nothing falls through the cracks. Open to production, creative operations and project management opportunities.

CORE COMPETENCIES

Integrated Production | Creative Operations | Project Management | Campaign Planning & Delivery | Cross-Functional Stakeholder Management | Intake & Prioritization | Budget Management | Vendor & Agency Management | Workflow Development | Capacity Planning | Digital Asset Management | Asana | Adobe Workfront | Canto DAM | Airtable | Google Suite

EXPERIENCE

Project Manager · 21st Century Brand New York, NY | Sep 2026 - Present @Freelancer

- Lead operational execution for American Express brand strategy engagement, partnering closely with strategy leadership to structure the program and align cross-functional teams
- Support project planning, coordination and cross-functional delivery across brand strategy initiatives

Senior Manager, Creative Operations · Anheuser-Busch / draftLine New York, NY | Apr 2026 - Sep 2026

- Brought in specifically to lead creative operations for Stella Artois through the FIFA World Cup 2026 US campaign, one of the most complex and high-visibility programs in the brand's recent history
- Owned the end-to-end creative workflow from intake through delivery across advertising, experiential, social, trade and merch campaigns, coordinating the internal creative team and external agency partners
- Built Asana workflows using AI-powered brief intake, automated timeline generation and real-time capacity visibility, improving team efficiency and delivery speed
- Managed budgets, vendor relationships, SOWs and Canto DAM governance across all active workstreams
- Campaign surpassed 4B+ earned impressions and drove 865K+ visitors to the Work From Bar NYC activation

Integrated Producer · VaynerMedia New York, NY | Nov 2023 - Jan 2026

- Produced integrated campaigns across digital, social, OOH, paid media and experiential for major US consumer brands including Jimmy John's, Wingstop, Brisk, Chase, UTZ and Palmer's
- Managed timelines, budgets from $50K to $2MM, vendor relationships and cross-functional delivery across multiple concurrent workstreams
- Led Jimmy John's x Walton Goggins campaign from brief to delivery in 10 days, managing celebrity talent and full crew under a compressed timeline

Senior Producer (Freelance) · AKQA Bloom | AKQA Brazil | ABI@DraftLine | Stink Films Miami / Brazil | 2022 - 2023

- Produced global integrated campaigns for The Coca-Cola Company across film, illustration, 3D, photography and celebrity talent, delivering across 26 countries simultaneously
- Managed budgets, vendor relationships and Canto DAM governance across international markets

Producer, Content & Digital · Mutato (Meta Dedicated Account) Brazil | Nov 2020 - Jan 2022

- Produced platform-native campaigns for Meta across Facebook and Instagram, managing timelines, vendors and cross-functional delivery in a high-volume content environment

Producer · Creative X, Meta Brazil | Mar 2020 - Oct 2020

- Produced brand and digital campaigns at Meta's internal creative studio, managing vendors, budgets and cross-functional alignment across marketing and creative teams

Integrated Producer · Ogilvy & Mather | Tribal Worldwide | Isobar Brazil | 2015 - 2020

- Produced integrated campaigns across digital, social, experiential and broadcast for global brands, managing cross-functional teams, agency partners and delivery across complex multi-stakeholder programs

- Part of the team behind the inaugural Glass Lion-winning campaign at Cannes Lions

Event & Experiential Producer · Elemental.5 | Develop Consulting | Dinsmore Associates Brazil | 2008 - 2015

- Produced large-scale brand events and experiential activations end-to-end, managing vendor partners, budgets and on-site execution

A W A R D S

11 Cannes Lions | 8 D&AD Pencils | 7 The One Show | 7 Wave Festival | 5 El Ojo | 2 London International Awards | 1 Effie Award

Including the inaugural Glass Lion at Cannes Lions — awarded to work driving gender equality in advertising.

L A N G U A G E S & V O L U N T E E R

English — Fluent | **Portuguese** — Native

Volunteer: Wise Animal Rescue — wiseanimalrescue.org