

LAIS PEREIRA

Global Producer · Social-First & Integrated Campaigns · NYC

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SUMMARY

Senior producer with 10+ years of experience delivering social-first and integrated campaigns across top-tier agencies and in-house creative teams in the US, Brazil, and globally. Known for partnering closely with creatives from brief to delivery, managing high-volume workstreams, and producing work that earns cultural attention — not just media spend. Global production experience spanning 26+ countries with a roster of award-winning campaigns recognized at Cannes Lions, D&AD, The One Show, and beyond. Also open to Project Manager opportunities where production expertise and cross-functional leadership can drive results.

CORE SKILLS

Social-First Production · Integrated Campaign Production · High-Volume Content · Multi-Workstream Management · Budget & Timeline Ownership · Vendor & Talent Management · Creative Partnership · Experiential Production · Global & Multi-Market Delivery · Post-Production Oversight · Broadcast Production · Celebrity & Talent Campaigns · Project Management · Creative Operations · Campaign Management

EXPERIENCE

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

- Produced social-first and integrated campaigns for major US brands including Jimmy John's, Wingstop, Brisk, Chase, UTZ and Palmer's across digital, social and brand platforms
- Managed multiple concurrent production workstreams across fast-moving campaign launches — from brief through final asset delivery
- Led production on the Jimmy John's x Walton Goggins campaign, delivering from concept to final cut in 10 days including celebrity talent, full crew and multi-format deliverables
- Produced Brisk x Doja Cat stop-motion campaign — a platform-native TikTok-first execution built as part of a larger integrated campaign including print and experiential
- Produced Wingstop BarTender large-scale experiential activation with real-time social content capture, overseeing end-to-end logistics, crew and live operations
- Partnered closely with creatives, strategists, account teams and clients to protect ideas while navigating production realities
- Oversaw editors, photographers, directors and post-production teams; managed budgets, vendor relationships and asset versioning across platforms

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

- Produced global and regional campaigns across digital, social and integrated channels, with primary focus on The Coca-Cola Company at AKQA
- Led production of Coca-Cola Creations 'Move' — a global campaign involving film, illustration, 3D, photography and celebrity talent, with product adaptation delivered across 26 countries
- Managed timelines, production workflows, vendors and asset delivery across international markets including US, Europe and South America
- Served as dedicated producer for Spaten brand at ABI@Draftline, bridging marketing stakeholders and external agencies

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

- Produced platform-native campaigns and creative content exclusively for Meta across Facebook, Instagram and emerging digital platforms
- Coordinated production across internal creative, strategy and marketing teams; managed timelines, vendors and multi-format deliverables

Producer · Creative X, MetaBrazil | Mar 2020 – Oct 2020

- Led campaign production at Meta's internal creative studio, connecting marketing, internal creative teams and external agencies
- Managed production vendors including production companies, photographers and post-production; coordinated timelines, budgets and asset delivery

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

- Produced integrated campaigns across digital, social, experiential and broadcast channels for major global and regional brands
- Part of the team that produced the campaign that won the inaugural Glass Lion at Cannes Lions — an award recognizing work that drives gender equality
- Managed production partners, schedules and asset delivery across multi-channel campaign launches

Event Producer · Elemental.5 · Develop Consulting · Dinsmore Associates Brazil | 2008 – 2015

- Produced brand and experiential events from planning through on-site execution for a range of corporate and consumer clients

AWARDS

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.

LANGUAGES & VOLUNTEER

English — Fluent · **Portuguese** — Native

Volunteer: Wise Animal Rescue — wiseanimalrescue.org