

LAIS PEREIRA

Creative Operations & Integrated Producer

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SUMMARY

Creative operations and production leader with 10+ years of experience delivering global marketing campaigns across agency and in-house creative teams. Experienced operating at the intersection of marketing, internal creative teams and external production partners to deliver integrated campaigns across digital, social, experiential and broadcast channels. Known for bringing structure to complex productions by managing timelines, vendors, creative resources and cross-functional stakeholders while enabling creative teams to deliver high-impact work.

CORE SKILLS

Creative Operations • Integrated Campaign Production • Stakeholder Management • Production & Vendor Management • Campaign Workflow & Timelines • Resource Allocation • Creative Review Cadence • Cross-Functional Collaboration • Budget Management

PROFESSIONAL EXPERIENCE

Producer — VaynerMedia | New York | 2023–Present

- Produced integrated marketing campaigns across digital, social and experiential channels
- Managed production timelines, budgets, vendors and campaign workflows
- Partnered with creative, strategy and account teams to translate ideas into executable production plans
- Coordinated multiple campaign workstreams simultaneously across launches

Integrated Producer — AKQA Bloom | Global | 2022–2023

- Acted as primary bridge between brand teams and creative teams across global campaigns
- Managed campaign priorities, timelines and production workflows
- Allocated creative resources and coordinated internal and external production teams
- Built master timelines and structured creative review cadences
- Managed budgets, vendors and campaign deliverables while improving operational processes

Contractor — Ambev @ draftLine (Modo Integrado) | Producer | 2022

- Dedicated producer supporting the Spaten brand marketing team
- Acted as the bridge between marketing stakeholders and external advertising agencies
- Coordinated campaign production planning and vendor selection
- Managed production timelines and deliverables across agency partners

Producer — Mutato (Meta Dedicated Account) | 2020–2022

- Produced platform-native campaigns and creative content for Meta
- Coordinated production across creative teams, strategists and marketing stakeholders
- Managed vendors and production timelines across digital and social campaigns

Producer — Creative X | Meta 2020

- Served as key operational lead connecting Marketing, Creative X (internal agency) and external agencies
- Led end-to-end production across campaigns for the Facebook app
- Managed production vendors including directors, production companies, photographers and post partners
- Built production timelines, managed budgets and coordinated asset delivery across stakeholders

Integrated Producer — Ogilvy & Mather | Tribal Worldwide | Isobar | 2015–2019

- Produced integrated campaigns across digital, experiential and broadcast channels

SELECTED AWARDS

11 Cannes Lions • 9 D&AD Pencils • 9 The One Show • 7 Wave Festival • 5 El Ojo • 2 London International Awards • 1 Effie Award

Selected campaigns: (Re)boot | VR Vaccine | Strong Girls | The Voice of Art

LANGUAGES

English (Fluent) • Portuguese (Native)