

CONTACT ME AT

Edgewater, NJ, USA

laisper@icloud.com

<https://www.lais-pereira.com/>

<https://www.linkedin.com/in/lais-pereira-05950013/>

+1 (908) 206-6972

PERSONAL PROFILE

Experienced Senior professional with 13 years of experience, dynamic, innovative problem-solver. A producer specialized to talk directly with the Marketing team and understand their needs in order to deliver the best campaign focused on delivering and launching initiatives on time, on budget and on strategy, always pursuing resilience and a can-do attitude with positive personality.

Responsible for the first Glass Lion in Brazil with the campaign: Nescau Strong Girls.

MAIN ACHIEVEMENTS:

- 02 ADC Awards with Coke Creations Rosalía
- 11 Cannes Lions (Strong Girls/VR Vaccine/The Voice of Art)
- 8 D&AD Pencils (VR Vaccine)
- 7 The One Show (VR Vaccine/The Voice of Art)
- 7 Wave (Strong Girls/Reactions/The Voice of Art/Vr Vaccine)
- 5 El Ojo (VR Vaccine/The Voice of Art)
- 2 London International (VR Vaccine/The Voice of Art)
- 1 Effie (RT Toddy)
- 1 Facebook Nestle / Constest (Moved to Rio)
- 1 Colunistas (Hero Allianz)
- 1 Profissionais do Ano (Pirate Phone No)

LANGUAGES

English - Fluent

Portuguese - Native

EDUCATIONAL HISTORY

Delaware County Community College
Event Management | September 2012

Cáspier Líbero College
Social Communication – Public Relations | Jan 2007 - Dec 2010

VOLUNTEER

Wise Animal Rescue

Social Media, Events, Foster and Driver

LAIS PEREIRA

BRAND, COMMUNICATIONS, PROGRAM MANAGER & PRODUCER

WORK EXPERIENCE

Senior Producer - AKQA Bloom Miami Advertising Agency

Freelancer - remote | Nov 22 - Jun 23 | Miami, FL

- Full responsibility for overseeing all aspects of productions within the Agency. My primary focus was on optimizing creative performance and ensuring a strong brand linkage and message throughout campaigns
- Specialized in campaigns for The Coca-Cola Company for Global, LATAM and Europe.

Senior Producer - AKQA SP Advertising Agency

Freelancer | Sept 22 - Feb 23 | Brazil

- Producer responsible for launch the campaign for the new Coke Creations flavor, managing the end-to-end process from first briefing until the final assets on air, including website with an Avatar experience, TVC video & digital assets for more than 26 countries, billboard at Times Square NYC and more.
- Responsible for managing the expectation of the Global Brand Marketing team regarding to advertising campaign.
- Supervising the creative team within the agency and production house to achieve exceptional results in various productions.

Senior Producer - A&B Inbev

Contractor@Modo Integrado | Jan 22 - Mar 22 | Brazil

- Part of DraftLine Integrated Production, leading and responsible for all the Spaten communication ads, managing the end-to-end process from first briefing until the final assets on air.
- Responsible to manage the expectation of the Spaten Marketing team regarding to advertising campaign and the creative's team expectations with third part external vendors: agency and production house to guarantee assets performance, brand linkage and brand message.

Content and Digital Senior Producer - Mutato Agency

Contractor | Nov 20 - Jan 22 | Brazil

- Work for Facebook as an exclusive client, dealing direct with different areas inside Facebook.
- Lead and responsible for all the Facebook app communication advertisings managing the end-to-end process from first briefing until the final assets on air.
- Responsible for guarantee the assets performance, campaign brand linkage and brand message with the creative's team inside agency and production house.

Creative X Producer - META (Facebook)

Contractor @ Infotree | Mar 20 - Oct 20 | Brazil

- Oversee production process and operations for Facebook app in Br.
- Coordinates activities between multiple projects to ensure they align with the organization's goals and traffic management, presenting weekly status with the Global team.
- Create RFPs, pitches, treatments, budgets, project schedules and distribution plans.
- Manage external vendor relationships (Agencies, illustrators, photographers, design firms, production companies, etc.)
- Direct contact with the marketing App Lead and different teams inside Meta(creative, media, community operations teams, engineering), agencies and production houses to guarantee assets performance, campaign brand linkage and brand message.
- Negotiate and project manage statements of work, estimates and related parameters.

Program Manager - Stink Films & Dogs Can Fly

Contractor | Sept 19 - Dec 19 | Brazil

Integrated Producer - Ogilvy&Mather Brazil | Isobar Brazil | Tribal WW Brazil

Mar 15 - Sept 19 | Jan 20 - Mar 20 | Brazil

Event Producer - Dinsmore Associate | Develop Consulting | Elemental.5

Fev 08 - Fev 15 - 3 years | Brazil