

LÍVIA CAMPOS DE MENEZES

Fully Work Authorized • No Visa Sponsorship Required
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PROFESSIONAL SUMMARY

I am a creative producer with a hands-on attitude, calm-under-pressure style, and comfortable working in ambiguous environments and changing circumstances. With 10+ years of work experience, 5 of which in the film industry, I know how to maintain the big picture vision while managing the day-to-day operations.

KEY SKILLS

- Relationship Building & Negotiation
- Content Creation & Story Producing
- Film Production & Project Management
- Asana, Basecamp, Buffer, Canva, ConvertKit, Creator Studio, Final Cut, FileMaker, Google Suite, Microsoft Office, Movie Magic, Premier Pro, SAP, Slack
- Fluent in English, Portuguese, and Spanish

PROFESSIONAL EXPERIENCE

- Creative Producer** | [Freelance](#) | USA 07/2015 – Present
- **Content Creator:** lead content marketing strategy for a Brazilian community, successfully increasing the engagement and number of followers on Instagram by 50% in 4 months.
 - **Creative Project Manager:** expert in all aspects of creative projects, generating production budgets, timelines, and schedules, hiring crew and talent, and working with editors to ensure smooth operations from development through delivery.
 - **Film Festival Curator:** curated the Reel Impact Festival's program from 2017 to 2019, increasing attendance by 45% year over year.
 - **Podcast Producer:** wrote and produced four podcast episodes commissioned by BRAVE, the biggest community of Brazilian women in the SF Bay Area, reaching an audience of 5,000 listeners worldwide.
 - **Film Market Producer:** developed conference agenda, secured keynote speakers, and moderated ten panels at the Los Angeles Brazilian Film Festival, increasing the market attendance by 30% in 2020.
 - **Independent Film Producer:** collaborate with executive producers, scriptwriters, and editors on various projects, designing pitch decks and developing financial strategies to raise production funds.
 - **Social Media Producer:** author original content and manage social media efforts for social impact organizations in the Bay Area; in 2020, I helped grow Food Funded's LinkedIn engagement by 800+% in 3 weeks.
- Sponsors & Partnerships Lead** | [United Nations Association Film Festival](#) | SF Bay Area, CA 07/2019 – 10/2020
- Managed relationships with 30+ external partners (associations, speakers, sponsors, media partners, and senior industry figures).
 - Identified and secured sponsors for seven receptions across 3 Bay Area cities.
 - Researched platforms and collaborated with the strategy to convert the in-person film festival to an online event in 2020.
- Guest Office Coordinator** | [San Francisco International Film Festival](#) | SF Bay Area, CA 02/2020 – 03/2020
- Served as the primary contact for invited film teams.
 - Managed guests' budget, booking tickets and accommodations for the film team, and solving issues due to COVID-19.
- Festival Volunteer Coordinator** | [International Ocean Film Festival](#) | SF Bay Area, CA 12/2018 – 04/2019
- Implemented a new online platform that facilitated signup and management of the festival and year-round volunteers.
 - Supervised 100+ volunteers across three venues during the 4-day festival, ensuring theater operations ran smoothly.
- Client Services Executive** | [The Nielsen Company](#) | São Paulo, Brazil 01/2014 – 06/2015
- Led cross-functional teams to ensure that projects for 2 CPG clients were delivered on time and within project scope.
 - Developed a CRM tool that improved communication with clients, eliminating rework, and saving production costs.
- Procurement Manager** | [Contém 1g Make-Up](#) | São Paulo, Brazil 04/2012 – 06/2013
- Managed team of 5 on new suppliers and product improvement projects, reaching business goals and saving up to 30% of the annual budget.
 - Collaborated with Marketing and Product Development teams to apply market research and consumer panels results to launch new products and identify enhancement needs.

EDUCATION

- MFA in Creative Producing** | [University of North Carolina School of the Arts](#) | Winston-Salem, NC 2018
- MA in History** | [Universidade Estadual Paulista](#) | Franca, Brazil 2008
- BA in International Relations** | [Universidade Estadual Paulista](#) | Franca, Brazil 2005

VOLUNTEER WORK

- Pre-Screener** | [*San Francisco International Film Festival*](#) | SF Bay Area, CA 2020
- Evaluated short films and feature documentaries submitted to SFFILM Festival.
- Guest Services Liaison** | [*Sundance*](#) | Park City, UT 2020
- Oversaw and ensured smooth facilitation of the invited filmmakers' experience.
- Panel Moderator** | [*Brown Girls Doc Mafia*](#) | Remote 2020
- Facilitated pitching session events with Hulu and National Geographic creative executives.