

LÍVIA CAMPOS DE MENEZES

Fully Work Authorized • No Visa Sponsorship Required

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PROFESSIONAL SUMMARY

I am a creative producer and problem solver with a hands-on attitude, calm-under-pressure style, and comfortable working in ambiguous environments and changing circumstances. With 10 years of experience in operations, project management, and relationship building, I know how to maintain the big picture business vision while managing the day-to-day operations.

KEY SKILLS

- Relationship Building & Negotiation
- Content Creation & Creative Production
- Operations & Project Management
- Asana, Basecamp, Canva, Final Cut, FileMaker, Movie Magic, Premier, SAP, Slack, Tableau
- Fluent in English, Portuguese, and Spanish

PROFESSIONAL EXPERIENCE

Creative Producer | [Freelance](#) | USA 07/2015 – Present

- Manage 30+ end-to-end creative projects, delivering assets in a timely way to keep projects on-track and on-budget.
- Hire crew & talent and work cross-functionally to ensure smooth operations from pre-production through final delivery.
- Design business plans, and package film projects, pitching to executive producers to raise production funds.
- Work with marketing teams, with primary responsibility for creating social media content and third-party direct marketing.

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).

Film Market Producer | [Los Angeles Brazilian Film Festival](#) | Los Angeles, CA 03/2019 – 10/2020

- Provided guidance to presenters for exposition development and facilitated 10 panels, working in front and behind the camera.

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, booking travels and accommodations, and solving issues due to COVID-19.

Film Festival Producer | [Reel Impact Festival](#) | SF Bay Area, CA 06/2019 – 12/2019

- Spearheaded 200+ submissions and led round-table discussions to assemble the films screened at the festival.
- Secured keynote speakers and workshop hosts in alliance with Festival Director; surpassed attendance goal by 45% in 2019.

Client Services Executive | [The Nielsen Company](#) | São Paulo, Brazil 01/2014 – 06/2015

- Led cross-functional teams across Latin America to guarantee that projects were delivered on time and within scope.
- Implemented a CRM tool that improved communication with clients, eliminating rework, and saving production costs.

Procurement Manager | [Contém Ig Make-Up](#) | São Paulo, Brazil 04/2012 – 06/2013

- Managed team of 5 buyers, reaching business goals while saving up to 35% of the annual budget.
- Worked with Marketing and Product Development teams, applying market research analysis inputs to launch and improve products.

EDUCATION

MFA in Creative Producing | [University of North Carolina School of the Arts](#) | Winston-Salem, NC 2018

Kenan Excellence Scholarship.

MA in History | [Universidade Estadual Paulista](#) | Franca, Brazil 2008

CNPq Scholarship. Elected student representative at University board.

BA in International Relations | [Universidade Estadual Paulista](#) | Franca, Brazil 2005

Co-founder of the Academic Center of International Relations.

ADDITIONAL EXPERIENCE (Volunteer)

Communications Lead | [Grow Together Global](#) | San Francisco, CA 06/2020 – Present

- Lead content and communications strategy for social media, and e-mail marketing (ConvertKit).

Podcast Producer | [BRAVE Network](#) | San Francisco, CA 04/2020 – Present

- Wrote and produced 4 podcast episodes for a show focused on Brazilian women living in the Bay Area.

Guest Services Liaison | [Sundance](#) | San Francisco, CA 01/2020 – 02/2020

- Provided guest services for filmmaker teams attending the festival.