

AMANDA OLIVEIRA

PROJECT & OPERATIONS MANAGER

Combining creativity with organization, I stand out as an advertising professional with a diverse skill set. I have experience in project management, leading cross-functional teams to deliver campaigns and daily tasks. I adapt easily and enjoy working in environments that bring together creative and technical teams.

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KEY INFORMATION

Management

- Twelve years of team-leading experience
- Experience as a Creative Operations Coordinator
- Continuous process improvement enthusiast
- Deep knowledge of internal agency processes

Project management

- Scrum master
- Experience with Agile Methods
- Mesa School Certificated
- Extensive experience in traffic management
- Animation and film production experience

Creativity

- Specialist in Advertising Festivals
- Won 2 Cannes Lions, 3 Clios, and others
- Experience in creative scope budgets
- Experience with PR for Creative Ideas

Languages and permissions

- Portuguese native speaker
- Fluent english
- Intermediate italian
- Permission to work in Latam and Europe

WORK HISTORY

Project Manager

06/2024 – Present

COLOSSAL Studio | THE YOUTH & CO

Currently, I work at COLOSSAL Studio as a Project Manager, providing direct support to the post-production executive in daily operations. My responsibilities include organizing projects, updating progress reports, assisting with budget tracking, and facilitating communication between internal teams and external collaborators. I also coordinate video cases, manage documentation, and support the day-to-day flow of post-production and animation projects for advertising campaigns. This role has allowed me to deepen my understanding of production workflows, sharpen my organizational skills, and gain experience in managing film schedules and supporting audiovisual teams.

THE YOUTH & Co takes an innovative approach to work, with a strong focus on the quality of the final delivery. The company produces high-craft films and was recognized as the best production company in Brazil's advertising industry by Meio & Mensagem in 2024.

Creative Coordinator

02/2020 – 11/2023

Mirum - A WPP Agency

At Mirum, I worked as a Coordinator of Creative and Studio Operations, acting as a bridge between our team and the other teams within the agency. My focus was on time optimization and operational efficiency. I monitored the intake of briefings and assets, and provided guidance to the creative team

on tasks and deadlines. All of this was facilitated through tools such as Jira and Monday. Due to my interest in Operations, I had the opportunity to collaborate with the WPP technology team on the development of Hive, an internal solution for projects and fees management that is now widely used in many agencies.

In 2022, I managed 'Pirate Match', a campaign that won 2 Cannes Lions and over 50 global awards. This project was digital-based, involving live streaming, production, media, BI, and design. It was a pleasure and an experience that I will carry as an example of collective work.

I conducted studies and analysis of categories for festivals, as well as collaborated with the PR team on campaign coverage and projection. I was also responsible for the team's back office tasks, such as team capacity, vacations, timesheet, and freelancers management.

I worked on global and national accounts, including Snickers, Pedigree, M&M's, Whiskas, Pernod Richard, DirectvGo, Johnson & Johnson, Samsung e Grupo Arezzo.

Head of Products

11/2018 – 03/2020

Aldeia Coworking & School

At Aldeia, I sought to understand more about startups' operations. I started as a Solutions Designer, developing and implementing internal processes for course management. I created and modeled the entire workflow involving over 20 people using a lean tool called Pipefy. Due to my knowledge of the company's operations, I was invited to lead product management: courses, events, corporate training, and special projects. My routine involved supervising a team of 9 people and collaborating with startup management. With the team, I oversaw income, operationalization, and innovations in courses and training, developing new products and improving existing ones. With the Board, I was responsible for presenting financial health and innovations from products, and participating in company-related decisions.

Project Manager

07/2017 – 03/2018

Heads Propaganda

At Heads, I was a digital project manager. This experience deepened my knowledge of the digital market. I led a multidisciplinary team responsible for delivering projects for various clients, integrating Creative, BI, and Media teams. My team implemented campaigns, monitored and reported, and I compiled everything and presented it to the client. I also supervised schedules, scopes, and client investments, constantly monitoring project health and team deliveries to ensure everything was completed as planned. I was responsible for our agency's relationship with the press, awards, and magazines.

We served national accounts, most notably Boticário Group, TetraPak, Dots, Sebrae/SP, Caixa Insurance, Weight Watchers and BRmalls.

Traffic and Creative Coordinator

06/2013 – 07/2017

Master Agency

As a Coordinator at Master, I was responsible for the day-to-day operations of the department, assisting the Creative Director. My work involved monitoring and allocating tasks, deadlines, assets, and briefings, always aligning needs with the account management department, connecting 4 offices distributed throughout Brazil. It was there that I began studying and implementing processes, diving into tools and theoretical concepts of Project Management adapted to a creative team's reality. Over the years, my role grew, and I had the opportunity to start participating in team management decisions. To this day, I try to replicate some excellent leadership examples I experienced at Master, which was then one of the largest agencies in Brazil. In this role, I was also responsible for festival submissions and relationships with creative specialty magazines.

Some clients served: Bank of Brazil, Correios, Volvo Trucks, Boticário Foundation, Tacla Mall Group, Educational Group Bom Jesus, The Government of the State of Paraná, and Curitiba City Hall.

Coordinator

02/2010 – 02/2012

Creative Club of Paraná - Non-Profitable Company

At CCPR, I had my first experience as a team leader. We developed courses, events, and the Creativity Festival, which I coordinated for two years and resulted in the Advertising Yearbook. We promoted the regional Young Lions, published articles and campaigns on the portal, and networked among creatives. My main role was to act as an intermediary between the Creative Directors who were part of the Club. The need to centralize and materialize ideas from creative directors of different agencies demanded a lot of organization and diplomacy from me. The Club is a great promoter of creative ideas, values, and promotes the specialization of creatives. It was there that I fell in love with the creative process, and to this day, I am very proud to be an organized person helping to bring ideas to life.

EDUCATION

- University Tuiuti of Paraná - MBA Digital Marketing and Communication
2011 - 2012
- Midwest State University - Communications and Advertising Degree
2005 - 2009

PERSONAL INTERESTS

- I love discovering local brands and designers, always seeking more **sustainable solutions in the fashion world**. I have a certification from the Fashion Revolution Institute in the 'Who Made My Clothes?' course.
- I sympathize with environmentalism and am seeking ways to reduce consumption impact. I have created content on this topic and advocate for the cause.
- I enjoy roller skating and hiking.