

AMANDA OLIVEIRA

PROJECT MANAGER & CREATIVE OPS

I am a skilled advertising professional with a strong background in project management. My expertise lies in orchestrating cross-functional teams to deliver campaigns and daily tasks. I am passionate about pushing creative boundaries and exploring new approaches and processes.

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KEY INFORMATION

Management

- Twelve years of team-leading experience
- Creative Coordinator background
- Team building experience
- Continuous improvement of internal processes
- Agency Operations

Projects

- Scrum master
- Agile Methods
- Mesa School Certificated
- IAB Digital Fundamentals Certificated
- Extensive experience in traffic management

Creativity

- Awards entry-writing specialist
- Two Cannes Lions, three Clios, and others
- Creative Team management
- PR of Creative ideas

Languages and work permissions

- Portuguese native speaker
- Fluent english
- Intermediate italian
- Visa to work in Latam, Europe, and Australia

WORK HISTORY

Creative Coordinator

Mirum - A Wunderman Thompson Agency

02/2020 – 11/2023

Curitiba, Brazil

I worked at Mirum as the Creative Operations Coordinator. In this role, I was the bridge between various teams, including technology, media, production, creative, and infrastructure. My primary responsibility was orchestrating tasks and ensuring that creative ideas became a reality. This involved aligning the needs of different teams, meeting deadlines, and optimizing internal processes.

One of my significant achievements was the 'Pirate Match' campaign in 2022, which won over 50 global awards, including two Cannes Lions. I played a pivotal role in executing this unconventional project, orchestrating cross-functional teams to meet tight deadlines and align the needs of diverse departments.

In addition to my project management role, I also focused on the commercial projection of our ideas through PR channels and submissions to awards and magazines.

I worked with a diverse range of global and national accounts, including brands like Snickers, Pedigree, M&M's, Whiskas, Pernod Richard, DirectvGo, Abbott, Samsung, Volvo VCE, Arezzo Shoes Group.

Head of Products

Aldeia Coworking & School

11/2018 – 03/2020

Curitiba, Brazil

At Aldeia, I was responsible for the development and financial health of all products: courses, events, corporate training, and client special projects. My routine was divided between supervising a team of 9 people and managing the company as a whole, as I had the opportunity to be part of the startup's board.

With the team, I directed our interests, monitored goals, supervised the creation of new products, and closed and presented proposals. With management, I planned strategic actions, monitored financial health, and, above all, the processes of all departments. It was a brief experience but allowed me to learn about a whole different universe of startups.

Project Manager

Heads Propaganda

07/2017 – 03/2018

Curitiba, Brazil

At Heads, I was a Digital Project Manager. As I was coming from a more traditional agency and seeking the opportunity to deepen my knowledge of the digital market at that time, I was able to make the most of this experience. Working with more experienced Project Managers, I led integrated communication projects involving media, BI, technology, and creative aspects.

I coordinated schedules, scopes, and client investments while constantly reporting on project health and coordinating team deliveries to ensure everything was completed on a healthy timeline.

I was responsible for our relationship with awards and magazines too.

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

Traffic and Creative Coordinator

Master Agency

06/2013 – 07/2017

Curitiba, Brazil

As Creative Coordinator at Master, I was responsible for the department's day-to-day. My job was to monitor deadlines, inputs, and outputs of all tasks from 4 offices distributed throughout Brazil. That's where I started studying and implementing processes, delving into tools and theoretical concepts of Project Management, which I adapted to the reality of a team of Creatives.

Over the years, my role grew, and I had the opportunity to start participating in decisions related to team management. To this day, I try to reproduce some excellent examples of leadership that I experienced at Master, which was, at the time, one of the largest agencies in Brazil, known for having a highly experienced team. I also handled the relationship with national and international awards and magazines for awards submissions or festival participation.

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

Coordinator

Creative Club of Paraná - Non-Profitable Company

02/2010 – 02/2012

Curitiba, Brazil

At CCPR, I had my first experience as a team leader. We developed courses, events, and the Creativity Festival, which resulted in an annual advertising book. My role was to coordinate the teams, manage day-to-day operations, and serve as an intermediary between the Creative Directors who were part

of the Club. I believe that the highlight of this work experience was the need to centralize and concretize ideas that came from creatives who held high positions in large agencies, which required me to be highly organized and diplomatic. The Club was a great promoter of creative ideas and valued and promoted the specialization of creatives. It was here that I fell in love with the creative process, and until now, I'm still very proud to be an organized person involved with creatives, helping to bring their 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'm very interested in fashion and seek to explore local designers while learning **sustainable fashion**. I have a certificate from the Fashion Revolution Institute in the 'Who Made My Clothes' course.
- I advocate for environmental causes and have created social media content on reducing our **environmental impact** in our daily lives.
- I enjoy roller skating and hiking.