

# HELLO!

## I'M HANNAH, YOUR CREATIVE

OPS PARTNER
STRATEGIST
PROJECT LEADER

currently running on: coffee, curiosity & organized chaos

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I hold a degree in **Graphic Design** with an extension in **Visual Anthropology**, studies in Cinema, and I'm finishing an **MBA in Marketing, Branding and Growth** (PUCRS). I've also taken courses in Filmmaking, Screenwriting and Digital Project Management.

I'm a hybrid between creative strategy and operational excellence, turning good ideas into scalable campaigns for brands ready to stand out. With a background in graphic design, video production and project management, I move seamlessly between Monday.com boards, Figma files and Frame.io, always with a critical eye for story, structure and speed.

**My approach combines:**

> Creative direction with production know-how
> Workflow design that simplifies complexity
> Design thinking from pitch to post
> Cultural fluency across LATAM and North American markets

**- Career Highlights -**

**Creative Ops & Strategy at Genero:** operations and creative strategy across Meta, TikTok and Google. 200+ TikTok Creative Exchange projects, 85+ Google full-funnel hackathons, and creator-led, CGI and FOOH production for LATAM & US markets.

**Agency Operations & Data Projects:** Project Manager at Integer / Outpromo and Global Shopper, leading projects for Mars, Diageo, Reckitt, Adidas, C&A, Mondelēz, J&J and more with agile workflows.

**Content Production PM:** managed productions at Children Films for PepsiCo, Heineken, the United Nations (ONU/ODS), Eisenbahn, Banco BV and others, plus short documentaries with Socialdocs.

**Video & Film:** assisted Arturo Querzoli at Gazpacho Films, on Marie Claire's YouTube channel and an award-winning Ferrero Rocher commercial.

**Digital Design:** key visuals, banners and YouTube / Instagram assets for Série Maníacos TV, Jornal Joca and Derivado Cast.

**Fashion & Editorial:** Art assistant to stylist Fábio Yukio and e-commerce creative at Tigresse por Renata Figueiredo, running the e-commerce launch from concept to go-live.

**International:** 2.5 years in the US (Boston, NY, NJ), working and studying.

## THE PLOT SO FAR

**> mar/2025 – present [genero.com]**
.creative operations manager | LATAM & NA
+ Scale creative output and optimize cross-functional workflows for high-volume projects
+ Global programs: Meta Paid Partnerships, TikTok TTCX, Google Hackathons
+ Workflow design & automation, strategic creative testing

**> oct/2022 – mar/2025 [genero.com]**
.creative strategist | workshop facilitator
+ TikTok: 200+ TTCX projects for Havaianas, Oral-B, Nubank, Santander, Samsung, Chevrolet, Uber, Amazon Prime and more; asset optimization for P&G, Bradesco, Banco do Brasil, Vivo
+ Meta: Reels, Scale/Boost with Creators, Reels Rush for Coca-Cola Zero, Heineken, J&J, Ambev, XP, Absolut and more
+ Google: 85+ hackathons on Performance Max, Demand Gen and AI tools

**> oct/2021 – oct/2022 [global shopper]**
.creative project manager | innovation & super datas
+ Planning, timelines and client management for Mondelēz, J&J, DAX Assets and beGreener.io
+ Workflow optimization with Monday.com and Microsoft 365

**> apr/2021 – jul/2021 [integer/outpromo]**
.digital project manager
+ Promo and digital campaigns for Mars, Snickers, Lysol, Adidas, Amstel, Henkel and NIVEA
+ Agile / Kanban, Figma prototype validation

**> jan/2019 – feb/2021 [children films]**
.creative project manager | digital design
+ Video production pipelines, feedback loops and approvals via Frame.io
+ Thumbnails and motion for Série Maníacos TV and Derivado Cast

**> may/2017 – dec/2018 [mambo jack filmes]**
.visual designer

**> oct/2016 – feb/2017 [gazpacho films]**
.assistant director | producer

**> aug/2012 – present [whataREC! studio]**
.PMO | creative strategist | creative director
+ Point of contact between teams, clients and freelancers; scheduling from concept to launch
+ Asset organization, quality control and process improvement

**> aug/2013 – mar/2016 [cultural care au pair]**
.exchange program: Boston, NY, NJ

**> feb/2011 – aug/2013 [tigresse]**
.communications | design | e-commerce
+ E-commerce operations, social and email marketing, print and silk-screen product development

**> mar/2010 – sep/2010 [organiko tmk]**
.designer | customer service

**> mar/2009 – feb/2010 [espaço de moda carolina faggion]**
.marketing & communications | email, blog, social

## SKILL TREE

**> PUCRS | 2025 – 2026**
[MBA in Marketing, Branding and Growth]

**> COGEAE – PUC SP | 2012**
[extension in visual anthropology]

**> FMU | 2010 – 2012**
[graphic design]

**> TRAMPOS ACADEMY | 2020**
[project management in the digital era]

**> University of East Anglia – Coursera | 2016**
[an introduction to screenwriting]

**> OPERAHAUS – Instituto de Cinema | 2016**
[cinematography and film/video production]

**> Manhattan College – NY | 2015**
[american pop culture]

**> Fashion Institute of Technology | 2015 – 2016**
[trend spot alert: greenpoint, brooklyn]
[DUMBO trend tracker]
[mecca for fashion: lower east side]

**> Boston Academy of English | 2013 – 2014**
[ESL]

**> Certifications**
[image consulting] [arteterapia online marathon] [digital media w/ Marcelo Tás]

## YOU KNOW YOU'LL LOVE ME, XOXO

**> CREATIVE & WRITING**
/photoshop
/illustrator
/premiere
/davinci
/capcut
/canva
/google slides
/google ads manager studio
/figma
/frame.io
/final draft & celtx

**> PROJECT MANAGEMENT**
/monday
/asana
/trello
/notion
/clickup
/jira
/miro
/microsoft 365
/agile & kanban

**> PLATFORM CREATIVE**
/tiktok creative exchange
/meta ad solutions
/google ads creative tools
/sprout social

**> AI TOOLKIT**
/prompt engineering
/workflow automation
/creative ideation
/image generation
/video generation

**> CREATIVE STRATEGY**
/creative strategy development
/growth strategies
/branding & identity
/digital mkt & social media
/client relationship management
/multi-platform content creation
/team collaboration & leadership

## LANGUAGE PACKS

[PT] Aqui é BR!
[EN] native / bilingual. Lived in the US for 2 1/2
[ES] Lo entiendo casi todo,
pero hablo Spanglish :)
[FR] Chargement...

## TALENTS [not so] HIDDEN

**> binge-watch to many tv shows**
/banco de series: hannahavila

**> create playlist for everything**
/user: hannahavilap

**> respawning constantly in games**
/steam/ps/twitch: whatarec

**> collect a bunch of online courses**
/the power of color, arteterapia, ux/ui, concept art...

**> use monday.com for everything**

## FIND ME @

/hannahavila

/hannahavila_

/hannahavila_

**whatarec.studio/portfolio-hannah-avila**