

PEDRO MACEDO

📍 Porto Alegre, Brazil 🇧🇷 Brazilian Citizenship

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Native Brazilian Portuguese speaker and ESPM Advertising graduate with over four years of experience in social media and campaign production for global brands like DiDi, DiDi Fintech, 99 Brasil, and Budweiser. Skilled in TikTok campaigns and live events, I blend strategy and creativity to deliver impactful results across global markets.

Experience

Eyxo Estratégias de Inovação

Executive Producer

📅 Sep 2024 - present

📍 Hybrid, Porto Alegre, BR

- Provided client service by managing the daily hiring and coordination of content creators and actors for international brands like DiDi Global, DiDi LatAm, DiDi Fintech, and 99 Brasil.
- Served as the primary point of contact for live marketing events, ensuring seamless execution, client satisfaction, and adaptability to high-pressure situations.
- Collaborated with diverse teams and stakeholders, enhancing communication and problem-solving skills in a customer-centric environment.

Agência Moove

Social Media and Performance

📅 Mar 2024 - Sep 2024

📍 Hybrid, Porto Alegre, BR

- Planned strategic content and managed influencer relationships, acting as a key liaison to meet client expectations and enhance engagement.
- Provided real-time event coverage and coordination, delivering high-quality service during live marketing activations.
- Analyzed data and presented reports to clients, demonstrating proactive communication and a client-focused approach.

Eyxo Estratégias de Inovação

Social Media and New Business Intern

📅 May 2022 - Dec 2023

📍 Hybrid, Porto Alegre, BR

- Prospected new clients and applied NPS surveys, creating result reports and case studies to enhance client relationships and content strategies.
- Managed and created content for Instagram, LinkedIn, and TikTok, contributing to campaigns for brands like Budweiser, Zé Delivery, Panvel Farmácias, Stone, and Brahma.
- Analyzed metrics and developed social media strategies, marketing plans, and schedules, working directly with clients such as Panvel Farmácias, Banco24Horas, DiDi LatAm, and 99app.

Education

ESPM - Escola Superior de Propaganda e Marketing

Bachelor's Degree in Advertising and Propaganda

📅 2021 - 2025

📍 Porto Alegre, Brazil

King's College London

Business Management (Exchange Program)

📅 2023

📍 Porto Alegre, Brazil

Kaplan International NYC

English Proficiency

📅 2019 - 2020

📍 New York, USA

Volunteer

Paris 2024 - Comité d'Organisation des Jeux Olympiques et Paralympiques

Event Services and Protocol Team

📅 2024

📍 Paris, Île-de-France

- Delivered exceptional customer service to international guests during the Paris 2024 Olympics, managing protocols and ensuring a welcoming experience.
- Worked in a multicultural team, resolving issues promptly and adapting to dynamic event demands with professionalism.
- Coordinated credentialed personnel across venues, showcasing organizational skills and attention to detail.