

LUCAS MESTEMACHER PINHEIRO

Creative Services Project Manager | Marketing & Media Production | Broadcast Journalist

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https://www.creativelucas.com/ Berlin, Germany married October 5, 1989 Brazilian / German



PROFESSIONAL EXPERIENCE

Creative Producer

AUTO1 Group

07/2025 - 12/2025 Berlin, Germany

Europe's largest platform for used car sales

- Oversaw production of branded content, including scheduling, budgeting, and vendor coordination
- Coordinated internal teams and external partners to ensure brand consistency and timely delivery
- Supported the development of creative formats using data-driven insights to enhance campaign effectiveness

Creative & Media Production

Grover Group

06/2017 - 11/2024 Berlin, Germany

Global market leader in technology rentals

Film & Content Producer | Multimedia Production Manager | Content Manager

- Directed multimedia productions for marketing campaigns across digital, social, and linear channels
- Managed TV spots, photo campaigns, and in-house video formats from conception to distribution
- Developed and optimized production workflows, increasing annual video output by 45 percent
- Coordinated internal stakeholders, agencies, and vendors for timely asset delivery
- Took responsibility for budgeting, scheduling, and quality throughout the production process

Senior Content Producer

Órbita Blue

08/2011 - 05/2013 Fortaleza, Brazil

Venue with an elegant beach ambiance

- Led video projects from concept development to final delivery
- Coordinated clients, production teams, and post-production efforts
- Ensured quality standards and approvals throughout the project lifecycle

Television News Producer & Reporter

Sistema Verdes Mares de Comunicação

06/2009 - 09/2011 Fortaleza, Brazil

The media branch of one of the largest corporate conglomerates in Ceará

- Produced daily news broadcasts and live reports under tight deadlines
- Coordinated editorial and production processes to ensure journalistic integrity and broadcasting standards
- Managed multiple concurrent reporting and production assignments in a fast-paced newsroom

Television News Reporter

TV Globo

01/2011 - 06/2011 Rio de Janeiro, Brazil

The largest media and communications group in Latin America.

- Reported on current events and conducted live interviews for a national TV network
- Collaborated closely with editorial teams and external sources
- Executed live assignments under high-pressure and tight timelines

LANGUAGES

English
Native



Portuguese
Native



German

Professional Working
Proficiency (B2)



Spanish

Professional Working
Proficiency (B2)



SUMMARY

I am an experienced Creative Producer and Project Manager with over ten years of expertise in multimedia production, brand campaigns, and content management. With my journalistic background, I combine strong storytelling skills with precise project management to efficiently translate creative ideas into impactful campaigns. My experience in international, fast-paced environments and my multilingual abilities (English, Portuguese, German B2, Spanish) support successful collaboration with diverse teams and enhance product optimization for European markets.

EDUCATION

Master of Arts (M.A.) in Multimedia Communication

Academy of Art University

01/2013 - 12/2015

San Francisco, United States

- Developed multimedia projects utilizing digital storytelling techniques
- Successfully collaborated on team projects and presentations
- Gained hands-on experience with standard production tools

Social Communication & Broadcast Journalism

Universidade de Fortaleza

01/2007 - 12/2011 Fortaleza, Brazil

- Graduated with honors, specializing in Broadcast Journalism
- Solid knowledge of media and communication theory
- Early practical experience in television journalism

SKILLS

Creative Project Management

Multimedia Production

Content Strategy

Brand Campaign Execution

Cross-Functional Leadership

Budget & Timeline Management

Video & Photography Production

Post-Production Oversight

Stakeholder & Vendor Management

Workflow & Process Optimization

Broadcast & Branded Content Production