



Pedro Machado

Brand Owner / Project Manager for Google Cloud Latin America

Lisbon, Portugal

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Languages

Portuguese (Native)

English (Fluent)

Spanish (Work Proficiency)

About

10 Years of experience in Video Production and Post Production, the last 4 of which were focused on Digital Project Management.

In this time I already had the opportunity to coordinate projects in multiple countries simultaneously and coordinate productions for large companies such as: Google, Meta, Sony Music, Petrobras, Fox Sports, among others. Helping to create satisfying and creative solutions for customers and coordinating projects from conception to delivery, managing budgets, deadlines and coordinating production between different teams such as: Creativity, copywriting, design, edition and animation. Monitoring and reviewing all assets at every step of the process.

I speak fluently English and Spanish in addition to Portuguese (my mother tongue).

My experience working in different roles in the creative field has given me good problem-solving skills, fast learning and always being comfortable with a fast-paced work environment.

BRANDS WORKED WITH

Artplan

BTG Pactual digital

Fox International Channels (FIC)

Late Legacy

Sony Music Entertainment Brasil

The 8Agency

Experience

● Digital Project Manager & Video Specialist

The 8Agency | Sep 2021 - Now

As part of my role in the Google Cloud Latin America account, I'm responsible for:

- Provide customer support throughout all video production and projects.
- Manage priorities and time, overseeing pre-production, production, and post-production processes, as well as coordinating internal teams and generating reports.
- Analyze the physical structure and implement technical improvements such as acquisition of new equipment, rentals for gears and physical spaces, and hiring of freelancers.
- One of my key achievements was an enhancement on the workflow for live stream, resulting in greater quality and stability for remote recordings and live events.

This role is helping me everyday in develop my problem-solving skills and adaptability, that are crucial in identifying and implementing these improvements everyday.

● Video and Live Stream Producer

BTG Pactual digital | Feb 2019 - Sep 2021

At BTG Pactual Digital, I started as a livestream, video, and podcast producer, handling B2B and B2C marketing campaigns, advertisements, and weekly programs for the bank Youtube Chanel, as well as videos for CNN and GloboNews. However, my greatest takeaway was in project management, learning the Agile methodology, using Jira as the main platform, training new hires, as well as creating workflows for internal production processes

One of my proudest achievements was being a part of the evolution of the hard news livestream "Morning Call." From its early days of low viewership, I watched it grow into the largest stream in Brazil with approximately 30,000 weekly views organically.

I collaborated with the video and content team to create and produce the biggest Graphic Analysis livestream in Brazil, with over 3,000 viewers on-line simultaneously for eight hours straight, along with a cross-platform strategy that generated numerous contents.

Furthermore, I contributed to the planning, execution, and maintenance of equipment in the construction of two of Brazil's largest video studios for the financial niche, overseeing since the electrical and mechanical aspects until the schedule, management and operation of the projects.

● Video Producer

Sony Music Entertainment Brasil | Sep 2018 - Feb 2019

During my time at Sony Music Brasil, I worked closely with the strategy team to brainstorm and create content for various platforms, including social media, shows, events, streaming platforms and broadcasts. As part of my role, I traveled across the country, filming major DVD release events for thousands of people, as well as more intimate videos of singers in their home studios.

Through these experiences, I honed my skills in shooting in uncontrolled environments and developed agility in delivery, striking a balance between speed and quality.



● Video Producer

Artplan | Dec 2017 - Sep 2018

As a video producer at Artplan, throughout 2018, I was able to produce content in real time for the largest private university in the country: Estácio.

As well as the production of web content for advertisements for the biggest music event in Latin America: Rock'n Rio. Also I worked with big companies like Petrobrás on their christmas event: Árvore do Rio, at Lagoa Rodrigo de Freitas.

On the daily routine I'm always involved in the brainstorming meetings to get ideas and guidelines, video scripting, production of online content on social networks, advertisements on websites and search engines, among other platforms.

The greatest achievement was to see up close a strategy being developed by the business intelligence team and by the content strategists, to reach my team's hand as a briefing, to be executed and later be published with a bigger result than expected.

It was a job that required so much that, in one of the campaigns, the team needed to edit 86 videos with Chroma + Graphics + Motion + Subtitles in a period of 5 days, with a team of just 5 people.

The result of this was that, we achieved a result 38% higher than expected.

● Video and Motion Designer

Fox International Channels (FIC) | Jun 2016 - Nov 2017

Working with broadcasting, day after day, I had the opportunity to improve myself and combine the efficiency and speed that a job on television requires, with the calm and care that we must have in order to take to learn new things every moment and maintain fast delivery and high quality.

While working there, I learned and absorbed an immense amount of knowledge about techniques, software use, teamwork, creativity and other factors that were very important for my development as a professional. The result was a constant participation in all the jobs and projects proposed and executed under Onair.

I contributed by participating with in

- Initial assembly of materials;
- Assistance in finalizing editions;
- Animation/Motion Design 2D
- Video recording and studio camera operation;
- Editing in Avid Media Composer

● Video Producer and Photographer

| Jun 2013 - Dec 2015

I alternated between photography and video production as a freelancer between mid 2013 and early 2016, and then I decided to dedicate myself exclusively to video production.

It was the period of greatest learning and experimentation, where I had the chance to photograph some of the major and most famous music bands from Brazil, traveling around the country at music festivals,

concerts, filming major corporate events for industries such as oil, pharmaceuticals and entertainment, among other things.

- **Founder & Creative Director**

Late Legacy | Aug 2022 - Now

Late Legacy is an effortless slow fashion luxury brand that seeks to blend the ultimate in comfort with the finest quality fabrics, always making use of classic cuts and shapes.

Our focus is on telling stories and spreading our vision that: It's never too late to build your legacy.

Education & Training

2016 - 2020 ● **Centro Universitário Carioca**

Bachelor's degree,

2015 - 2015 ● **FAZER CINEMA**

Course,

2013 - 2013 ● **Gravando Bandas**

Workshop,