

SOPHIA GOMES DOS SANTOS

Senior Pitch Producer | Creative Director

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SUMMARY

Extensive experience in enhancing project outcomes and optimizing client satisfaction through strategic creative direction in 3D animation and production. A strong foundation in storytelling and art direction, combined with effective resource management, contributes to increased project efficiency and market expansion. Committed to collaborating with dynamic teams to develop innovative visual content and strengthen strategic branding initiatives.

WORK EXPERIENCE

Pitch Producer at Lightfarm Studios, Remote

March 2023 – Present

- Improved client satisfaction levels by 40% through strategic collaboration with clients across the pharmacy, consumer, and gaming sectors.
- Boosted the project approval rate by 25% by developing compelling proposals and presentations in collaboration with the sales team.
- Directed the budgeting phase for incoming projects, ensuring financial alignment with the organization's strategic objectives and goals.
- Decreased production costs by 15% through strategic resource allocation and effective vendor negotiations.
- Expanded market reach by 30% by leading a team in the successful redesign of the company branding.
- Secured client approvals through the creation of over 20 compelling pitch decks that communicated project vision and objectives.
- Performed market research and competitive analysis to enhance pitches with data-driven insights, ensuring alignment with industry trends and client needs.
- Tailored pitches for diverse industries, including gaming, entertainment and consumer products, ensuring relevance and appeal to each target audience.
- Secured \$1 million in new business contracts within a one-year period, driving significant company growth.

Creative Direction at Lightfarm Studios, Remote

May 2023 – 2025

- Elevated project completion rate by 20% through refined creative direction skills and proactive, hands-on oversight throughout the project lifecycle.
- Achieved a significant increase in project deliverables by co-directing major projects, resulting in a substantial impact on company performance.
- Successfully delivered complex game cinematics for 3 top-tier clients, including Riot Games, Blizzard and Microsoft Xbox, ensuring high-quality production standards and client satisfaction.
- Ensured budget alignment for over 20 incoming projects, supporting the organization's strategic goals and financial objectives.
- Refined the quality of visual storytelling by leading the art direction for Riot Games cinematics, significantly shaping the creative vision of 7 major releases.
- Formulated persuasive narratives to align project proposals with client objectives and prevailing industry trends.
- Augmented project approval rates through the implementation of strategic messaging and the meticulous development of audience-targeted presentations.

EDUCATION

Faculdade Méliès at São Paulo

Bachelor of 3D Animation Design

January 2021 – December 2022

Expertly oversaw the end-to-end execution of complex projects, ensuring the precise translation of requirements into high-quality 3D deliverables

EXTRACURRICULAR ACTIVITIES

Management & HR Director at Estúdio Moon (Junior Enterprise)

July 2022 – December 2022

- Managed team performance, conflict resolution, and employee development, fostering a collaborative studio environment.
- Developed and enforced studio policies, workflows, and productivity guidelines to optimize project execution.
- Implemented training programs and mentorship initiatives to upskill junior animators and designers.
- Coordinated with creative and technical skills to ensure efficient resource allocation and workload balance.

SKILLS

Time management, customer service, multitasking, pipeline and workflow optimization, teamwork, leadership, creative problem-solving, cinematic direction, visual storytelling and brand strategy.

SOFTWARES

Adobe Photoshop, After Effects, Premiere Pro and Acrobat; Autodesk Maya, ZBrush, Substance Painter and Blender; DaVinci Resolve; Canva, Google Slides, Microsoft Word, Excel and PowerPoint; Slack and ClickUp.

LANGUAGES

Portuguese (native), English (fluent), French (intermediate) and Spanish (intermediate).

STRENGTHS

- **Creative Strategist:** Expert in developing creative marketing strategies enhancing brand visibility and audience engagement.
- **Project Management:** Skilled in project management ensuring timely delivery of quality results.
- **Collaboration Skills:** Strong collaborative skills for working with diverse teams and stakeholders.
- **Cinematic Direction & Visual Storytelling:** Camera composition, pacing and shot design for immersive game cinematics.
- **Pipeline & Workflow Optimization:** Managing animation pipelines, procedural workflows and team coordination.
- **Scriptwriting & Story Development:** Strong understanding of narrative structure, dialogue pacing and storytelling techniques.

PORTFOLIO

<https://www.sophiegomes.art>