

PAMELA MARANHÃO

Senior Creative | Visual Storytelling

São Paulo, Brazil • Brasília Time: UTC-3 • pam@balaio.work • www.balaio.work

PROFILE

Senior Creative with 10+ years of experience developing creative concepts, brand systems, and visual storytelling for global brands. I've worked across different teams and projects, partnering directly with Creative Directors, Strategists, Producers, and Marketing teams to take ideas from first concept to client-ready delivery across platforms, formats, and markets.

CORE SKILLS

Visual Storytelling • Creative Direction • Creative Strategy • Creative Development
Social-First Campaigns • Integrated Campaigns • Cross-functional Collaboration
Mentoring • Production Collaboration • Problem Solving • Teamwork

RECENT PROFESSIONAL EXPERIENCES

Creative Designer | Crispin NY

May 2026 – Present – Contract

- Create motion and campaign assets in collaboration with creative, strategy, and production teams.

Creative Direction | AB InBev

January 2026 – July 2026 – Contract

- Design creative systems and learning experiences for the global Learn & Development team.
- Collaborate with multidisciplinary teams across strategy, design, and production.

Senior Motion Designer & Art Director | W3Haus

March 2024 – February 2026 – Contract

- Developed social-first campaign assets for o Boticário and Quem Disse Berenice?
- Collaborated across creative, strategy, and production teams on integrated campaigns.

Senior Motion Designer | Design Bridge & Partners

September 2024 – March 2025 – Contract

- Integrated motion into Lipton's global brand identity system.
- Collaborated with international teams to translate brand strategy into scalable visual experiences.

Senior Motion Designer | Africa Creative

October 2023 – March 2024 – Contract

- Developed motion design and campaign assets for Natura.
- Supported integrated creative campaigns across digital platforms.

Motion Designer & Art Director | Globo

September 2022 – February 2023 – Contract

- Produced motion graphics, visual storytelling, and VFX for entertainment and broadcast productions.
- Collaborated with creative and production teams on large-scale broadcasting media projects.

Senior Motion Designer & Art Director | Superside

April 2022 – January 2023 – Contract

- Delivered creative work for international clients including Meta and Intuit.
- Worked across distributed teams supporting global creative initiatives.

Motion Designer & Art Director | Mutato

October 2021 – April 2022 – Contract

- Contributed to creative campaigns for Amazon Prime Video.
- Collaborated with creative, strategy, and production teams throughout campaign development.

Motion Designer | Warner Bros. Discovery (HBO Max)

August 2021 – October 2021 – Contract

- Produced creative assets for regional entertainment campaigns across LATAM.
- Developed motion content for social media, advertising, and PR launches.

Post Production Coordinator | SunsetDDB

November 2020 – March 2021 – Employee

- Coordinated post-production workflows across editors, designers, and motion teams.
- Connected creative direction with production, improving collaboration and delivery quality.

Motion Designer | SunsetDDB

April 2020 – November 2020 – Employee

- Created motion graphics and campaign assets for integrated advertising campaigns.

Motion Designer | Tribal Worldwide

July 2019 – April 2020 – Employee

- Developed digital and social campaigns for Santander.

EDUCATION

Brand Management — EBAC (2025–2026)

Advertising — Escola Cuca (2021)

Motion Graphics — Faculdade MELIES (2015)

Music Production - Anhembi Morumbi University (2010)

LANGUAGES

Portuguese — Native • English — Professional Working Proficiency • Spanish — Elementary