André Barbosa Albuquerque

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PROFILE

Creative professional with over 6 years of experience driving the lifecycle of high-impact media, advertising, and digital content. Expert at bridging the gap between creative vision and technical execution. Proven track record in overseeing multi-platform production budgets, and optimizing workflows to deliver projects on time. A strategic problem-solver dedicated to storytelling with operational excellence.

TECHNICAL SKILLS AND EXPERIENCE

- Creative Strategy: Content Ideation, Stakeholder Management, Brand Consistency.
- Technical Proficiency: Adobe Creative Cloud (Premiere, After Effects, Photoshop), DaVinci Resolve, Post-Production Workflows, Version Control Systems.
- Soft Skills: Cross-functional Leadership, Conflict Resolution, Multilingual Communication (fluent in English, native Portuguese, basic French and Spanish).
- Directed end-to-end creative strategy and content ideation for digital campaigns, translating brand objectives into high-engagement visual storytelling while ensuring cross-platform brand consistency.
- Hands-on experience in film production, including lighting, camera operation, and post-production workflows. Worked at *Sullivan's Crossing* and *Moonshine* productions.

EMPLOYMENT HISTORY

Video Editor **Oct 2025 – Present**
Anchorview Media, Halifax, NS

- 15+ branded campaigns, ensuring seamless delivery from ingest to final handoff with different social deliverables for social media.
- Developed and implemented a standardized naming convention and version control framework, reducing workflow redundancies by 20%.

Production Coordinator **Jun 2025 – Aug 2025**
Suneeva, Toronto, ON

- Managed project logistics for high-value commercial productions, managing complex budgets and strategic resource allocation.
- Maintained rigorous production schedules, successfully delivering multi-platform campaigns ahead of deadline in a high-pressure environment.

Flame Assistant **Mar 2024 – Jun 2025**
Fort York VFX, Toronto, ON

- Oversaw the archival and retrieval protocols for high-tier creative assets, ensuring production scalability and data integrity for major VFX projects using Autodesk Flame.
- Responsible for the last mile of delivery for high-stakes visual effects, ensuring 100% accuracy in technical output.
- Prepared assets for the Flame Artists with accuracy and consistency and assisted from beginning to session with clients and finalizing with delivery of all spots and deliverables.

Content Creator **Mar 2023 - Aug 2023**
Will Film, Halifax, NS

- Spearheaded the production of high-impact marketing videos and photography, aligning visual assets with core engagement objectives and brand growth strategies.
- Directed the execution of end-to-end content strategies and integrated promotional campaigns, ensuring seamless delivery across digital platforms.
- Collaborated with marketing teams to produce high-impact promotional videos, ensuring consistent brand voice across all digital touchpoints.

Videographer / Photographer / Producer **2019 – Present**
Freelancer at www.andrealque.com

- Conceptualized and executed integrated marketing campaigns, leveraging high-end cinematography and photography to scale brand presence across digital channels.
- Directed the entire production lifecycle, from strategic pre-production planning and resource allocation to high-fidelity filming and advanced post-production editing.
- Served as a strategic consultant for businesses to translate corporate goals into compelling visual narratives, ensuring consistency across all brand touchpoints.

Videographer / Photographer **2018 – 2021**
Grupo Transitar & Associados, Fortaleza, Brazil

- Executed an integrated digital campaign that grew the community from 1,000 to over 15,000 active subscribers in under a year, significantly expanding brand reach.
- Directed the lifecycle of corporate media assets, overseeing production for both internal stakeholder engagement and external social media growth.
- Designed and deployed dynamic motion graphics for integrated promotional campaigns, optimizing visual assets for maximum platform performance.
- Collaborated on strategic marketing initiatives, delivering targeted video content that increased audience conversion and reinforced brand positioning.

EDUCATION HISTORY

Diploma in Screen Arts **2021 – 2023**
Nova Scotia Community College (NSCC), Halifax, Canada

- Focus: Film production management, media ecosystem strategy, and digital storytelling.
- Technical Scope: Comprehensive training in end-to-end film production lifecycles and industry-standard media and film technologies.

Bachelor's Degree in Digital Media and Systems **2015 – 2018**
Universidade Federal do Ceará, Fortaleza, Brazil

- Focus: Digital communication, multimedia production, and project management.

COURSES & CERTIFICATES

- **Google Professional Certificates:** Foundations of Project Management, Project Initiation: Starting a Successful Project, Project Planning: Putting It All Together, Project Execution: Running the Project.
- Cinema 4D and After Effects - Art & Cia Animation School