

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