

JOANNA MAMEDE

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Cambridge and London, United Kingdom

Employment

International Representative, Microsoft Bing Maps - 2017 - 2021

Responsible for open transit data in Brazil, Portugal, and other parts of LATAM and EMEAR. Successfully expanded and maintained GTFS and GTFS-RT data in emerging markets, and established key stakeholder relationships.

Guest lecturer - Chelsea College of Arts and MASP Symposium at Central Saint Martins - 2019

Gave lectures on the topics of Decolonisation of the Arts and Art and Politics.

Content Creator and Translator 2010 - Present

Content and translation of websites, publications, and creative projects. Clients include: Netflix, MSN, MAM, GetYourGuide, BlankTape.

Creative Director, Luzz - 2009 - 2018

Content creation, Direction and Production services for Film, Television, and Online Video in English, Portuguese, and Spanish shot in multiple locations across Brazil for clients included: ITN, Coca-Cola, Samsung, BBC, Unilever, Adweek and Twitter.

Director, Rio Olympics and Paralympics - 2016

Directed International crews and presenters, live video mixing, graphics, communication with the Olympic Broadcast Services. Also responsible for gallery staff and overseeing creation of the days scheduling Idents.

Founder, Locomotiv - 2005 - 2009

Video market research (global infrastructure, transit, and development) for brands and agencies such as General Motors, Unilever, Diageo, McCann, JWT.

Profile

Technology and Creative Consultant, Localisation Specialist, Master of Research in Art: Moving Image, with an Advertising and Media Background. Innovative, collaborative, and result-oriented.

Education

MRes Fine Art: Moving Image. Central Saint Martins, UAL. London, UK. 2019
Distinction

B.A (Hons): Marketing and Advertising ESPM, São Paulo, Brazil. 2005
First-class Honours

Exhibitions & Publications

Short Film Maybe Nymph
Official selection at BAFTA-qualifying ASFF, Future Now Symposium, GstaadFilm, and BerlinRevolution - 2019/20/21

Interviewed by Interrogating Spaces 2020

Project Faceinthehole exhibited at the Tate Modern in 2019

Faceinthehole and Metal Anthropophagy Series published in Zine 1 and 2:
Decolonising the Arts Curriculum 2019

Languages

English, Portuguese, Spanish

Skills

- Adobe CS
- Wordpress
- HTML
- CSS
- Javascript
- VOD/Streaming
- Figma
- Microsoft Office & Dynamics 365
- Google Suite
- Pages
- Keynote
- Celtx/Moviemagic
- GTFS and GTFS-RT
- Content Creation
- Excellent Writing Skills
- Managing teams
- Client Liaison
- Great Presentation skills
- Creative problem solving
- UI/UX Design
- Filmmaking/Editing
- Photography
- Working autonomously
- Scheduling projects