

LEONARDO SALES

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PROFESSIONAL SUMMARY

Content producer and copywriter with experience in audiovisual production for TV and digital, web writing, and social media management. Builds internal AI-powered solutions (Claude Code) to automate marketing and content workflows. Currently transitioning into variety and fiction screenwriting, with complementary training in the field.

PROFESSIONAL EXPERIENCE

Copywriter II | Liqi Digital Assets *October 2024 – July 2025*

- Conceived, product-managed and developed (with Claude Code) an internal marketing platform — email marketing, content automation and social media management — replacing high-cost tools such as RD Station, MLabs and Jira.
- Wrote educational content on asset tokenization for the Descompliqi platform, translating Web3 concepts into accessible language.
- Strategy and copywriting for corporate social media channels, working directly with the design team.
- Scriptwriting, production and digital coverage of Token Summit Brasil 2025 — scripting, presenting and directing strategic short-form videos (Reels/TikTok), with end-to-end mobile capture management.
- Operational management of the brand's presence at Blockchain Conference (Expo Center Norte, São Paulo): booth logistics, ticket coordination, audience activation and sponsorship deliverables.
- Produced educational audiovisual content for the company's YouTube channel and social media.
- Internal communications, employer branding actions and support for investor relations.
- Used generative AI (Claude, ChatGPT, Gemini) for educational and corporate content production.

Executive Producer | Studiometai.ai *July 2024 – October 2024*

- Executive production and logistics for events, institutional videos and exhibitions — including multimedia installations with Virtual Reality (National Mathematics Festival, Casa Firjan, Naval Shore).
- Lecture logistics and executive production of an institutional video for the Petrobras PCS educational program in the Campos Basin; support for drone footage in an institutional video for CEDAE.
- Production assistance for the immersive exhibition “Rota do Chá” (Casa Pacheco Leão/Rio Botanical Garden): VR content creation and physical assembly.
- Support for the Permanent Bidding Committee (CPL), researching and reviewing public tender notices and drafting proposals.
- Scriptwriting for institutional videos of cultural and corporate projects.
- Onboarding and supervision of interns and assistants; administrative routines (hiring, internal processes, supplies, front-desk service).
- Developed a content strategy and brand positioning proposal for LinkedIn.

Freelance Social Media | Amora Mídia *February 2024 – June 2024*

- Returned to the scope of web content production, editorial planning and social media management for independent professionals (posts, blog posts, newsletters and email marketing, B2C and B2B).

Producer | Warner Bros. Discovery (TNT channel) *December 2021 – December 2023*

- General production and final writing of Esquentando TNT for live award-show broadcasts: the Oscars, Emmy Awards, Grammys, Latin Grammys, Critics Choice Awards, Billboard Music Awards and American Music Awards.
- Coordinated VTs, digital content, switcher, graphics and Flowics; kept scripts, rundowns and broadcast timelines up to date.
- Breve Festival: talent coordination and interview scripting across more than 9 hours of live broadcast, negotiating directly with artists' representatives.
- Special live streams on the channel's YouTube: Oscar and Emmy Nominations and the pre-show for Pablo Vittar's audiovisual project (Live I am Pablo).

Social Media | Amora Mídia *November 2019 – October 2021*

- Web content production, editorial planning and social media management for independent professionals; wrote posts, blog posts, newsletters and email marketing (B2C and B2B).

EDUCATION

B.A. in Media Studies (in progress) | Universidade Federal Fluminense (UFF) *2020 – present*

- Studies and research on media and mass culture.

COURSES & CERTIFICATIONS

- FIXE.LAB (2nd edition) — GatoMídia, supported by the Heinrich Böll Foundation, 2024 — fiction and non-fiction storytelling for TV and digital platforms (16h).
- Practical Screenwriting Workshop — Casa das Artes de Laranjeiras, July 2023 — taught by Camilo Pellegrini (script analysis and writing).
- Laboratory of Black and Indigenous Narratives for Audiovisual (LANANI) — TV Globo / FLUP, 2022 — development of the original argument for the miniseries “Nosso Grito”, mentored by Elsa Maffia.
- Radio Broadcasting – Voice-over — SENAC SP, 2022.
- Classical Narrative Structures in Audiovisual — SESC RJ, with Vitã.
- Practical Web Writing Workshop — SESC SP, 2020.

SKILLS

Content production | Copywriting | Screenwriting (variety and fiction) | Social media | Editorial planning | Executive production of events | Live broadcast production (switcher, graphics, Flowics, rundown) | Generative AI for content production (Claude, ChatGPT, Gemini) | AI solution development (Claude Code) | Email marketing and newsletters

LANGUAGES

Portuguese — Native | English — Fluent | Spanish — Fluent