

Luana Abreia

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EDUCATION

Fashion Institute of Technology | New York, NY
B.S. in Film and Media, Minor in English Writing

August 2021 - May 2026

New York Film Academy | New York, NY
Production and Filmmaking Program Certificate

June 2024 - August 2024

SELECTED PROJECTS: In Love, Simply (Official Selection, Jim Thorpe Independent Film Festival) | Nike Women x PrimadonnaZine (Production Director) | Doritos Crash 2024 (Producer & Writer)

WORK EXPERIENCE

Puff Media Group | New York, NY
Production Coordinator

Aug 2025 - May 2026

- Produce and coordinate short-form content across 20+ brand accounts reaching over 100k followers.
- Manage production timelines, content logistics, and deliverables for high-volume social and branded campaigns.
- Coordinate creators, talent, and influencers with 10M+ followers across branded content productions.
- Support live events and production workflows, contributing to 100+ videos and six-figure GMV.

Production Intern

Jun 2025 - Aug 2025

- Supported pre-production, on-set coordination, and post-production organization across branded content shoots
- Coordinated casting outreach, talent communication, call sheets, and production logistics.
- Assisted with social planning and maintained content calendars across multiple brand accounts.

Primadonna Zine | New York, NY

Apr 2022 - May 2025

Co-Founder | Set & Production Director | Head of Video

- Co-founded Primadonna Zine and helped shape its editorial, creative, and video identity.
- Produced editorial, branded, and video content from concept development through production and delivery.
- Led the video team and oversaw creative direction across productions, including collaboration with Nike Women.
- Managed talent, creative teams, and production logistics across editorial, branded, and video productions.

Freelance Producer & Production Assistant | New York, NY

Jan 2024 - Dec 2025

- Supported editorial and branded productions across talent support, set operations, and on-set coordination.
- Produced independent commercial, editorial, and video projects from development through execution.
- Managed production logistics, scheduling, and creative support across freelance productions.
- Selected work includes the 2024 Doritos Crash competition, Paper Magazine, and THEM.

V Magazine / V Man | New York, NY

Sept 2021 - Dec 2022

Editorial and Production Intern

- Supported editorial and production teams across shoots, campaigns, and daily operations
- Conducted trend research and assisted with fashion pulls, pickups, and returns
- Helped manage scheduling, office coordination, and production support needs

SKILLS

Production: Talent Coordination, Content Production, Production Management, Production Logistics, Creative Development, Creator Relations, Call Sheets, Pre-Production, Post-Production, On-Set Coordination

Creative Suite: Premiere Pro, After Effects, Photoshop, Lightroom, Audition, Canva, CapCut

Camera & Lighting: Camera Operation, Lighting, Interview Production, Multi-Camera Production

Languages: Portuguese (Fluent), English (Fluent), Spanish (Conversational)