

Tom Corral (Antonio Corral Neto)

Brazil-based | Working globally

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ABOUT ME

Hello, I'm Tom, a Senior Producer operating at the intersection of AI-driven production, experiential work, and creative systems. Over the past 10+ years, I've delivered global projects for brands like Google, Meta, Netflix, Coca-Cola, TikTok, and Mastercard, leading work across video, live experiences, and interactive productions. At Superside, I help design and scale AI-powered creative workflows, structuring how video, image, and hybrid productions are executed. My role sits between production, creative, and emerging technology, translating complex tools and processes into usable, scalable systems. Previously at .Monks, I led large-scale experiential productions across global events such as CES, Cannes Lions, and TwitchCon. I specialize in bridging creativity and technology, connecting ideas, teams, and workflows to build not just outputs, but scalable creative infrastructure.

PROFESSIONAL BACKGROUND

- Sr. Creative Intelligence Producer, AI Video & Workflows at Superside, Remote – Mar 2026 – present

- Lead AI-first production initiatives within the Creative Intelligence Studio. Design scalable creative systems combining AI, workflows, and production expertise. Drive integration of AI across video, motion, and image production pipelines.

- Brands: Dick's Sporting Goods, Pfizer, Essilor Luxottica, and others.

- Sr. AI Video Producer at Superside, Remote – Mar 2025 – Mar 2026

- Built AI production workflows now used across multiple teams and clients. Designed and implemented AI-driven video production workflows, enabling scalable content creation across multiple clients and teams. Led AI video production initiatives from concept to delivery, balancing speed, quality, and creative direction. Collaborated with cross-functional teams to integrate emerging AI tools into production pipelines, improving efficiency and output consistency.

- Brands: Booking.com, Reddit, Microsoft, EcoVadis, Volvo, and others.

- Sr. Global Experiences Producer at .Monks, São Paulo, Brazil – Jan 2022 – Feb 2025

- Led end-to-end production of large-scale global experiential projects, from pitch and budgeting to on-site execution and final delivery. Delivered projects across major global events including CES, Cannes Lions, and TwitchCon, for audiences ranging from 300 to 50,000+ attendees. Managed cross-functional teams, vendors, and stakeholders across multiple regions and time zones. Owned project scopes, timelines, budgets, estimates, and vendor coordination, acting as the main point of contact for global clients throughout production.

- Brands: Google, Meta, Netflix, TikTok, Riot Games, Shopify, Twitch, Upwork, and others.

- Global Experiences Producer at Media.Monks, São Paulo, Brazil – Mar 2020 – Dec 2021
 - Produced global virtual and hybrid events, coordinating distributed teams and complex production workflows. Supported the development of experiential concepts and production strategies for international clients. Managed timelines, stakeholders, and deliverables across multiple concurrent projects.
 - Brands: Google, Mastercard, Meta, and others.
- Digital Producer at JWT LATAM, São Paulo, Brazil – Jun 2016 – Feb 2020
 - Managed end-to-end delivery of digital projects, from briefing to final execution. Coordinated internal teams and external vendors to ensure scope, timelines, and quality standards were met.
 - Brands: Avon, Amstel, Coca-Cola, Tramontina, and others.
- Account Assistant at JWT LATAM, São Paulo, Brazil – Jan 2015 – May 2016
 - Worked directly with clients, managing briefs, approvals, and project fees.
 - Brands: Ayrton Senna Institute, Raízen and Shell.
- Account Intern at JWT LATAM, São Paulo, Brazil – Jan 2014 – Dec 2014.
 - Worked directly with clients, supporting briefs and managing deliverable approvals.
 - Brand: Shell.
- Cashier/Salesman at Havaianas Store, São Paulo, Brazil – Summer 2012-2013
 - Supported retail sales and cashier operations.
- Housekeeper at Lake Louise Inn, Alberta, Canada – Winter 2012
 - Prepared and maintained guest rooms, responded to guest requests, and collaborated with front desk and maintenance teams to support daily hotel operations.

AWARDS

- Cannes Lions Festival: 2 Gold Lions + 1 Silver Lion + 2 Shortlists
- Clio Awards: 4 Silver
- London International Awards: 2 Bronze
- El Ojo de Iberoamérica: 3 Silver
- FWA Relevant Mentions: 4
- Brazilian Creative Club: 1 Gold, 2 In Book + 1 Shortlist
- Wave: 2 Silver + 1 Bronze
- NY Festival: 1 Silver
- Ciclope Festival: 1 Bronze
- Smarties: 1 Silver
- Eventex: 3 Gold + 2 Silver + 2 Bronze

SKILLS

- AI Tools & Workflows (LLMs, LoRAs, Generative Pipelines)
- Figma

- English – Fluent
- Spanish – Intermediate
- Microsoft Excel, Word, PowerPoint – Advanced
- Adobe Photoshop, InDesign, Illustrator, Bridge – Advanced
- Keynote – Advanced
- HTML & CSS – Intermediate

EDUCATION

- B.A. in Social Communication (Advertising and Publicity) – ESPM, 2015 – São Paulo, Brazil