



MARCELO VILHENA

Content Producer and Digital Marketer

With over 25 years as a content producer – encompassing video production, photography, and web design – I specialize in crafting creative digital content. My expertise extends into managing digital marketing projects and integrating elements like landing pages, social media platforms, and websites. [My website](#) showcases my adeptness at producing and managing content that captivates audiences and drives engagement. Let's elevate your digital presence together.

EDUCATION

- BrainStation
Digital Marketing Online Course
September 2022 – January 2023
- Red Deer Polytechnic
Applied Bachelor Degree – Motion Picture Arts
Complete in 2018
- Red Deer College
Bachelor of Arts – Communications Studies
Uncompleted
- High School Diploma
Brazil
Recognized by International Qualification Assessment Service
File Number: 158664

CONTACT

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HIGHLIGHTS

- 2015 – 2016
I focused on studying digital marketing and the use of video and cinema techniques for online content creation.
- 1997 – 2014
I co-founded and led one of the largest Brazilian companies specializing in multimedia training for the mining and steel industries.

PROFESSIONAL EXPERIENCE

- Digital Marketing Director
Prairie College – Three Hills, AB – 2022 – Present
 - Developing and implementing digital marketing strategies.
 - Creating and managing online advertising campaigns.
 - Monitoring and analyzing website and social media analytics
 - Social media content production and website development.
 - Event coverage.
 - Videographer, photographer, editor, and designer.
- Communications Manager, Videographer, and Editor
AeroLab – Calgary, AB | 2020 – 2022
 - Online communication specialist and social media planner.
 - Video producer, multimedia and web designer.
 - YouTube strategist and content creator.
- Adjunct Digital Media Instructor
Prairie College – Three Hills, AB – 2019 – present
 - Teaching methodology development.
 - Conduct classes about video production for music students.
- Video Producer and Entrepreneur
My Land Productions – Calgary, AB | August 2017 – 2020
 - Small business general manager.
 - Documentaries, corporate, and training videos.
 - Covering entertainment and corporate events as Videographer and photographer.

HANDS-ON SKILLS

- Editor: Davinci Resolve, Premiere and FCPX.
- Colourist: Resolve and FCPX.
- Web designer: Articulate 360 and WordPress / Elementor.
- Designer: Photoshop and Canva.
- Videographer: DSLR, mirrorless, broadcast, and cinema cameras.
- Dolly, jib, gimbal, and Steadicam operation.
- Knowledge about lighting and sound capture and editing.
- English, Portuguese and Spanish.
- Management experience and excellence in creating solutions.
- Client-oriented.

