



# 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 Polytechnic  
*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 - June 2023*
  - 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

- Digital Marketing: content marketing, SEO, and data analyses.
- Social media management: Facebook/Instagram, LinkedIn, YouTube, and Google.
- Graphic Design: Adobe Package, Canva, WordPress/Elementor and Articulate 360.
- Editor & Colourist: Davinci Resolve, Premiere and FCPX.
- Videographer: DSLR, mirrorless, broadcast, and cinema cameras.
- Knowledge in lighting and sound capturing.
- Management experience and excellence in creating solutions.
- Client-oriented.