

# MARCELO VILHENA

*Digital Marketer and Content Producer*

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

- **Marketing and Communications Coordinator**  
*FuseSocial - Fort McMurray, AB - August 2023 - present*
  - Creating content for programming, events, speeches, and media.
  - Managing communication materials: releases, newsletters, reports, and special projects.
  - Digital marketing: website and social media management, creation and maintenance.
- **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.
  - 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.
- **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
- Graphic Design: Adobe Package, Canva, and WordPress / Elementor.
- 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.

