

MARCELO VILHENA

Video Content Producer and Digital Marketer

I bring a wealth of experience in marketing management and hands-on skills in video production, photography, and graphic design. With a Motion Picture Arts degree, I have a solid grasp of storytelling. I have experience in community development, working with non-profit organizations and First Nation groups.

Over my career, I have delivered more than 350 video productions and marketing projects, both as a leader and independently. This demonstrates my ability to lead and manage communication projects of varying sizes and complexities.

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 - 2018
I focused on studying content 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

- **Communications Specialist**
Keyano College - Fort McMurray, AB - February 2024 - present
 - Crafting compelling content for leadership speeches, social media, websites, press releases, editorials, stories, and publications.
 - Copywriting and content curation.
- **Marketing Coordinator and Video Producer**
FuseSocial - Fort McMurray, AB - August 2023 - present
 - Creating content that supports areas of volunteerism and community development
 - Video content creator and digital desing (social media and website)
- **Digital Marketing Specialist, Video Producer and Photographer**
Prairie College - Three Hills, AB - 2022 - June 2023
 - Developing and implementing digital marketing strategies.
 - Social media content production and website creation.
 - Videographer, photographer, editor, and designer.
- **Digital Marketer, 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 - Online | August 2017 - January 2024
 - Specialized in creating video solutions for small business
 - Planning and development of short-form videos for social media, documentaries, and training videos

HANDS-ON SKILLS

- Digital Marketing & Social media management
- 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.

