

## CREATIVE DIRECTOR

# Hello, I'm Marcelo Carvalho.

A goal-driven individual with excellent communication and people skills. Highly self-motivated welcoming new opportunities and challenges. Worked in diverse working environments such as one-on-one, multi-disciplinary teams, and large groups, including clients and high-level directors from all aspects of a business.

## Experience

2020-CURRENT

*Club Assist in Orlando, Florida*

### CREATIVE/BRAND MANAGER

- Lead creative strategy across brand, product, and content marketing
- Develop, manage and oversee marketing projects from design concept to bidding and estimates, production and final execution
- Develop strategies and manage marketing campaigns across print, broadcast, and online platforms to ensure that all products and services exceed expectations and build the credibility of the clients' brands
- Supervise department's workflow, assign project workload and monitor deadlines and budgets
- Manage and oversee the success of the Multimedia Designers, Graphic Designers, freelancers, and vendors

2018-2020

*Club Assist in Orlando, Florida*

### MULTIMEDIA DESIGNER

- Participated in creative briefings on projects from pre-production through post-production
- Partnered with Marketing on the development & curation of content within the context of the organization's overarching message
- Worked with internal partners, agency & stakeholders in the development of multimedia content

2016-2018

*Kernel, A Spectrum Reach Company in Orlando, Florida*

### PRODUCER

- Collaborated with project managers to develop scripts, shotlists, and budgets for commercials and corporate videos
- Worked with Marketing teams for customer facing campaigns as Director of Photography
- Provided direction on set for freelancers including crew, and talent to ensure visual, dynamic commercials and stayed within time and budget constraints on 100% of productions

## CONTACT

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## EDUCATION

2000 - 2004

*Film and Digital Media*

University of Central Florida:

Bachelor of Arts in Internet & Interactive System

## CERTIFICATIONS

Film and TV Development  
(in progress)

*UCLA Extension*

## TECHNICAL SKILLS

- Adobe Suite
- Non-Linear Editing
- Film/TV Production
- Photography
- Scriptwriting
- Graphic Design
- Web Design
- Cinematography

## PROFESSIONAL SKILLS

- Time Management
- Decision Making
- Leadership
- Project Management
- Teamwork
- Communication
- Public Speaking
- Troubleshooting

# Experience Continued

2015-2016

*Brighthouse Networks in Orlando, Florida*

## PRODUCER/EDITOR

- Continuously discovered and implemented new editing techniques and industry's best practices to maximize efficiency
- Maintained, Organized and continued maintenance of Grip truck
- Transported, setup and operated video and audio equipment, including lighting and cameras from one location to another
- Managed multiple projects and meet deadlines consistently
- Maintain efficiency and profitability by the use of Project Management Software

2011-2015

*CDB Productions in Orlando, Florida*

## EDITOR/PRODUCER/DIRECTOR

- Maintained in-house editorial database
- Prepared and assisted in preparing media equipment for shoots
- Managed time tables for Visual Effects and Computer Graphics
- Acted as a key player/contributor in developing unique and strategic solutions
- Grew and maintained media library for various clients including Walt Disney Imagineering

2003-2011

*Spirit Cheer, Varsity Spirit in Orlando, Florida*

## ART DIRECTOR

- Created key marketing materials including brochures, banners, t-shirt designs, flyers, and pamphlets for the organization
- Created graphics and animation content for video boards and digital signage located throughout competitions, including entrances, and concourses
- Created and maintained content for social media platforms including Facebook, Twitter and Youtube

# References

## TAMI SALAME

*Producer/Director*

386.267.7583

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## VIVIAN RICHARDSON

*Post-Production Manager*

352.283.6478

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## RACHEL BRAGG

*Senior, Marketing Manager*

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## BELINDA GUDMUNDSSON

*National Creative Campaign Director*

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## ORGANIZATIONS

2019-present

### FILM FLORIDA

Film Florida is a not-for-profit entertainment production trade association that represent all sectors of Florida's film, TV & digital media industry.

2021-present

### WOMEN IN FILM & TELEVISION

Women in Film & Television Florida provides educational and networking opportunities for both women and men in the state of Florida.

## AWARDS & HONORS

2019

### CLUB ASSIST

### PRESIDENT AWARD

In recognition of extraordinary accomplishment.

## LANGUAGES

English



Spanish



Portuguese



## HOBBIES

- Crossfitting
- Reading
- Writing
- Listening to Film Soundtracks
- Cruising