

MARCELO CARVALHO

Creative & Art Director

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Creative professional with 10+ years of experience in content creation, video production, and photography. Proven ability to manage projects, uphold design standards, deliver productivity improvements, and maintain a commitment to quality. Versatile skill set encompassing web design, UX/UI, graphic design, coding, and CRM automation, among other competencies. Adept at setting up productions with various budgets and demands, and innovating creative ideas with designers. Expert in overseeing and driving the full creative experience. Exceptional communication and analytical skills, able to liaise effectively with all departments from marketing to finance, and explain processes based on a comprehensive understanding of different sectors.

AREAS OF EXPERTISE

- Client Relationship Management
- Visual Effects & Motion Graphics
- Artistic Direction
- Multimedia Design
- Presentation Design & Pitching
- Production Planning & Execution
- Efficiency Improvement
- Project Management
- Media & Creative Strategy

PROFESSIONAL EXPERIENCE

Club Assist – Lake Mary, FL

Sep 2018 — Present

Creative/Brand Manager, Sep 2020 – Present
Multimedia Designer, Sep 2018 – Sep 2020

Spearhead creative strategy initiatives across print, broadcast, and online platforms. Revamp the project management tool (Smartsheet) for accurate timekeeping and streamlined project tracking. Oversee animation, motion graphics, and visual effects (VFX) projects with diverse budgets, ensuring efficient execution. Manage video and photo production tasks to deliver high-quality content. Prepare and deliver impactful presentations to clients and executive leadership for quarterly reports, product launches, and new systems.

- Orchestrated a wide range of productions, including video and photography shoots across the country and Canada.
- Implemented Brandfolder, resulting in improved organization and increased efficiency, saving nine work weeks.
- Managed the entire lifecycle of diverse range of projects, including video, graphic design, and numerous other projects from design concept to bidding and estimates, production, and final execution through collaboration with crews and agencies.

Kernel, A Spectrum Reach Company – Orlando, FL

April 2015 — Sep 2018

Producer

Developed scripts, shot lists, and budgets for commercials and corporate videos by collaborating with project managers. Worked as director of photography for customer-facing campaigns with Marketing teams. Implemented

industry's best practices and innovative techniques to enhance production efficiency and quality.

- Ensured visual, dynamic commercials within time and budget constraints on 100% of productions by providing direction on set for freelancers, including crew and talent.
- Maximized efficiency and ensured optimal functionality of lighting, grip, and filming systems while operating video and audio equipment. Implemented innovative techniques and industry best practices to enhance productivity.

CDB Productions – Orlando, FL
Producer

April 2011 — April 2015

Managed the editorial database and supported the media library for high-profile clients, such as Walt Disney Imagineering and Orlando Health. Oversaw production organization and supervision, maintained media equipment for video and photo shoots, and managed timetables for Visual Effects and Motion Graphics.

- Facilitated creation of motion graphic animations and video content for clients.
- Produced compelling presentations using Keynote and PowerPoint adhering to strict timelines, budgets, and Brand standards.
- Acted as liaison between the company and clients, ensuring the delivery of high-quality services.
- Ensured smooth functioning of all production activities, optimized resource allocation, and improved operational efficiency.

EDUCATION

Certificate in Film and TV Development, June 2024

UCLA Extension – Los Angeles, CA

Certificate of Feature Film Writing

UCLA Extension – Los Angeles, CA

Certificate in Leadership

UCF2go – Orlando, FL

Bachelor's Degree in Film and Digital Media

University of Central Florida – Orlando, FL

TECHNICAL SKILLS

Adobe Suite / Microsoft Office Suite / Keynote / Smartsheet / Brandfolder / Web Design / Videography / Photography / Copywriting / Color Theory / Presentation Design / UI/UX Design / Project Management

LANGUAGES

Fluent in English and Conversant in Portuguese, and Spanish