

MARCELO CARVALHO

Creative & Art Director | Brand Storyteller | Multichannel Experience Builder

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SUMMARY

Creative leader with over 10 years of experience in brand storytelling, omnichannel branding, and design thinking. Proven expertise in creative strategy, content creation, video production, and digital brand experiences for the entertainment and media industries. Adept at leading teams, streamlining workflows, and executing high-impact campaigns that elevate brand identity and engagement.

AREAS OF EXPERTISE

- Client Relationship Management
 - Multimedia Design
 - Brand Identity Development
 - Visual Effects & Motion Graphics
 - Presentation Design & Pitching
 - Project Management
 - Creative Direction Strategy
 - Production Planning & Execution
 - Media & Creative Strategy
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PROFESSIONAL EXPERIENCE

Club Assist – Lake Mary, FL

Senior Manager, Brand and Digital Products
Creative/Brand Manager
Multimedia Designer

Apr 2024 – Present
Sep 2020 – Apr 2024
Sep 2018 – Sep 2020

- Spearhead **brand storytelling initiatives** across digital, print, and broadcast platforms, ensuring a cohesive brand experience.
- Led creative for the Battery Working Group Campaign – EMOJI, a first-of-its-kind national AAA initiative. Partnered with AAA National and 15 Clubs to shift messaging from service-first to product-focused, generating over **6.2M Facebook impressions** and a **0.8% CTR**.
- Directed the launch and branding of the **IQ+ e-commerce platform**, expanding digital presence and driving customer interaction.
- Increased client adoption of digital widgets from **13% to 75%** by implementing strategic branding and UX improvements.
- Developed and optimized **creative workflow** tools such as Smartsheet and Brandfolder, increasing efficiency and saving nine work weeks.
- Designed and implemented the Training Dashboard to quantify **ROI on employee development**, reducing manual tasks by **25–30%**.
- Currently building an E-Commerce Dashboard to enhance real-time sales visibility and **support business decisions**.

Kernel, A Spectrum Reach Company – Orlando, FL
Producer

Apr 2015 — Sep 2018

- Directed and produced commercial and corporate video content, working closely with marketing teams to develop **engaging brand narratives**.
- Worked with marketing teams on **customer-facing campaigns** as Director of Photography.
- Implemented new editing techniques and industry best practices to improve visual quality and production efficiency.
- Enhanced post-production storytelling through editing, motion graphics, and sound design.
- Managed cross-functional teams and timelines, delivering content under tight deadlines and within budget.

CDB Productions – Orlando, FL
Producer

Apr 2011 — Apr 2015

- Managed creative production for clients such as **Walt Disney Imagineering and Orlando Health**.
- Oversaw video and photo shoots, ensuring all content aligned with client brand guidelines and audience expectations.
- Developed compelling **motion graphic animations** and digital content strategies for high-profile campaigns.

Spirit Cheer, Varsity Spirit – Orlando, FL
Art Director

Before Apr 2011

- Created **key marketing materials** including brochures, banners, t-shirt designs, flyers, and pamphlets for the organization.
- Designed branded content and materials** including sales collateral, ads, digital, and print materials including catalogs.
- Prepared production files for print and fabrication, ensuring brand consistency and high-quality output.

EDUCATION

Certificate in Film and TV Development - UCLA Extension – Los Angeles, CA

Certificate in 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 / 3D Max / Final Draft / Presentation Design / UI/UX Design / Project Management

LANGUAGES

Fluent in English and Conversant in Portuguese, and Spanish