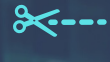




MARCELO VILHENA

Digital Marketing Specialist and Storyteller

MarceloVilhena.com



PROFILE

I'm a content producer (filmmaker and photographer) and storyteller with +25 years of experience developing multimedia and online marketing solutions for clients in Brazil and Canada. Nowadays, I'm focused on the research and application of content marketing solutions and digital engagement concepts.

In Brazil, I developed more than 200 productions for communication and educational purposes. Working as a researcher, director, videographer, photographer, editor, and colourist, I faced challenges that made me understand each phase of multimedia and video production. In 2014, I moved to Alberta to face new challenges. In 2015 went to Red Deer College and focused on Motion Picture Arts Program, graduating in 2017. I opened My Land Production to develop artistic and business productions. In 2021 I started at Prairie College as Digital Marketing Director. For more details and see my portfolio, please, [consult my website](#).

EMPLOYMENT HISTORY

Digital Marketing Director

Prairie College - Three Hills, AB | 2021 - present

- Online marketing solutions (concept and development).
- Social media content producer and website revitalization.

Communications Manager, Videographer, and Editor

AeroLab - Calgary, AB | 2020 - 2021

- Online communication specialist and social media planner.
- Video producer, multimedia and web designer.

Adjunct Digital Media Instructor

Prairie College - Three Hills, AB - 2019 - present

Video Producer (Director, Editor and Videographer)

My Land Productions - Calgary, AB | August 2017 - 2020

- Documentary filmmaker, video producer, and multimedia and web designer.
- Covering entertainment and corporate events as videographer and photographer.

Studio Technician

Red Deer College Theatre - Red Deer, AB - 2015 - 2017

- Prepare studio and stage for classes, rehearsals and special events.
- Maintain equipment.
- Act as running crew for events.

Volunteer

Shaw Communications - Red Deer, AB - 2016 - 2017

- Studio productions, location shoots, and larger events broadcast. Camera work, on-camera hosting, and editing.

Co-founder at Target Multimedia (Brazilian company)

Brazil - Mar 1997 - 2014

- Specialist in interpreting customers' needs, market researching, and designing the solution package.
- Led a team with 25 full-time employees in offices in Brazil's most prominent states.

ACADEMIC BACKGROUND

Red Deer College

Bachelor of Arts - Communications Studies (uncompleted)

Red Deer College, Alberta
January 2015 - April 2016

Red Deer College

Applied Bachelor Degree - Motion Picture Arts

Red Deer College, Alberta
September 2016 - April 2018

High School Diploma

Brazil

Studies outside of Canada recognized by International Qualification Assessment Service – IQAS / File Number: 158664



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HANDS-ON SKILLS

- Editor: Davinci Resolve, and FCPX.
- Colourist: Resolve and FCPX.
- Web training: Articulate 360 and WordPress / Elementor.
- Designer: Photoshop.
- Photographer: DSLR and mirrorless cameras.
- Videographer: DSLR, mirrorless, broadcast, and cinema cameras.
- Dolly, jib, gimbal, and Steadicam operation.
- Knowledge about lighting and sounding capture.
- English, Portuguese and Spanish.
- Management experience and excellence in creating solutions.

HIGHLIGHTS

- **2021/22**: Social media and website revitalization at Prairie College (this project will be finished in February).
- **2020/21**: YouTube channel developed for [AeroLab](#) and social media project for [New Music Paths](#).
- **2018/19**: developed videos and a complete social media project for the [Battle River School Division](#) and [Wetaskiwin Regional Public Schools](#).
- **2017**: created and developed the documentary [Moose Lake Home and Refuge](#) and the [film ad](#) broadcasted on CTV NEWS Edmonton and APTN.
- **2013/14**: developed multimedia training projects involving more than 15000 employees for the largest steel-making companies in the world.
- **2011/12**: created, implemented and coordinated the first Corporate High Definition TV in Brazil.

PORTFOLIO (to see the updated portfolio, please, [visite my website](#))

BUSINESS (click to watch)

- [Multiplatform Project](#) - Client: AeroLab - Strategy creation, scripting, videography, editing, and grading.
- [Technical videos](#) - Client: Fort McKay Metis Nation - Creation, scripting, videography, editing, and color grading.
- [Multimedia training](#) - Client: Evraz North America - Researching, video production, and multimedia authoring.
- [Web desing](#) - Client: Fig Three Foundation - Creation and development.

EDUCATION (click to watch)

- [Video library](#) - Client: The Reading Foundation - Strategy creation, scripting, videography, post-production, and web desing.
- [Promotional videos](#) - Client: Battle River School Division - Creation, scripting, videography, editing, and color grading.
- [Promotional videos](#) - Client: Prairie College - Creation, scripting, videography, editing, and color grading.

ART & CULTURE (click to watch)

- [Event Coverage](#) - Client: Prairie College - management, equipment operation and editing.
- [Event Coverage](#) - Fort McMurray Brazilian Concert - management, equipment operation and editing.
- [Music Video](#) - Client: Prairie College - Creation, scripting, videography, editing, and color grading.
- [YouTube Channel](#) - New Music Paths - video development, channel management, and promotion.
- [YouTube Channel](#) - Client: John Reid Jazz Band

VOLUNTEER JOBS (click to watch)

- [Promo Video](#) - REACH Worldwide Education - Creation, scripting, videography, editing, and colour grading.
- [Beyond COVID-19 Brazil](#) - REACH Worldwide Education - Creation, scripting, videography, editing, and colour grading.
- 1 year working at Shaw TV Red Deer as a videographer and editor.