



MICAELA SCHEFER

Creative Producer

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Passionate about video storytelling, I combine my corporate background with my creative motivations, to collaborate in projects creating inspiring video outcomes. Accruing 9 years of experience at investment banks both in Buenos Aires and London, and 5 years co-directing my own production studio, for the past 3 years I've been creating strategic content at Mediaverse for global top-notch brands, and managing end-to-end projects.

MEDIA WORK EXPERIENCE



Content Director

Mediaverse Content Creators, a Latino agency creating corporate content for global companies.

- Nov 2022 - Present

Creating proposals, writing scripts, managing projects, and overseeing production of creative media assets for companies such as WhatsApp and Meta, generally focusing on digital products. Having joined the agency when it was a team of 3, since the beginning I have helped the founder formalize and grow the agency to be a team of 15 through the implementation of workflows, platforms & standards, interviewing new team members, helping grow the client base and establishing internal trainings, functions and more.

Content Strategy & Production Manager

- Mar 2020 to Nov 2022

Creating strategic content for Meta and WhatsApp and managing their end-to-end projects. A role which validated the experience I gathered in the previous years, and where my project managing skills, together with my strong knowledge of all aspects filmmaking, were put to the test.



Studio Founder and Co-owner

Cumbre Films, a boutique production studio in Bs As servicing small and medium clients from various industries, producing branded videos and films.

- Mar 2015 to Nov 2021

As co-owner, I had an interdisciplinary role that included general project coordination and the holistic production of videos, including script and conceptualisation, production, recording, editing, and more.

Camera/Gaffer/Production Assistant

Freelancer, Lombas Producciones, Soleado Films, Marketing Registrado TV.

- Mar 2015 to Mar 2021

I have also worked for other production companies on a freelance capacity covering many roles from camera, gaffer, and production assistant in commercial projects, web series, and short films.

SUMMARY

I know my way around all filmmaking aspects, from end-to-end project management, to the technical side of things. I'm a strong multitasker and very detail-oriented.

CLICK HERE TO READ WHAT THEY SAY ABOUT ME

SPANISH: NATIVE

ENGLISH: EXPERT

RELEVANT SKILLS

- Asana ●●●●●●●●
- Final Cut Pro X ●●●●●●●●
- Da Vinci Resolve ●●
- Premiere Pro ●

SPARE TIME & AWARDS

La Cura, Awarded Short Film

BARS Film Festival, 2019

UMBRAL Awarded Short Film

BARS Film Festival, 2019

Cinematography & color correction. Awarded 3rd prize for Best Short Film both years & special mention for Best Acting Performance.

MEDIA RELATED FORMATION

May 2023 – Present

Diploma in Directing Film and Series
PCI Asociación de Directores de Cine

Apr 2023 - Present

Scripting for Digital
ENERC, INCAA

Sep - Nov 2022

Copywriting
Coder House

Feb 2020

Color Workshop in DAVINCI RESOLVE
Escuela de Videógrafos

Sep – Oct 2017

Introduction to After Effects
C.E.T.A.E.

Apr – Jul 2016 & Apr – Jun 2017

Advanced Filmmaking Workshop I & II
ENERC, INCAA

Aug 2016 – Dec 2016

Cinematography & Camera
ENERC, INCAA

Aug – Dec 2015

Cinematography
Escuela Motivarte, by Alejandra Martin (ENERC).

Apr – Aug 2015

Filmmaking Workshop
Escuela Motivarte, by Fede Bezenzette (ENERC).
Was later appointed assistant to professor.

May – Aug 2013

Digital Photography
El Mirador Espacio

Jun – Aug 2013

Editing with Final Cut Pro X
Escuela Técnica Dotzero

Feb 2013:

Introduction to Digital Photography
Instituto Fotográfico Argentino

RELEVANT PROJECTS

Dec 2022

WhatsApp Premium Launch Video



WhatsApp



Apr - Jun 2022

Digital skills learning program for Indigenous Communities



Meta



Apr - Sep 2021

WhatsApp learning program for small businesses in LatAm



WhatsApp



CUMBRE FILMS

A handpicked selection of
my favourite projects.



**THANK YOU SO MUCH
FOR READING** ❤️