



MICAELA SCHEFER

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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 in Buenos Aires and London, and 5 years co-directing my own production studio, for the past 3 years I've been proposing and coordinating the production of strategic content at Mediaverse for top-notch brands.

MEDIA WORK EXPERIENCE



Content Director

Mediaverse Content Creators, a Latino agency producing creative media for global companies.

- Nov 2022 - Present

My primary role is to liaise and work with clients at every stage of the project; from initial idea generation and scripting, managing resources and overseeing the production pipeline and ultimately, delivering for publishing.

Having joined the agency when it was a team of 3, I have helped the founder formalize and grow the agency to a team of 15 by implementing workflows, platforms & standards, interviewing talent, helping grow the client base and establishing internal trainings, functions, equipment, and more.

Content Strategy & Production Manager

- Mar 2020 to Nov 2022

Producing strategic content for Meta and WhatsApp and managing their end-to-end projects. Production Coordination, scriptwriting and execution. 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 Buenos Aires producing branded videos and original shortfilms.

- 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

Proficient in all aspects of filmmaking, from end-to-end project management to the technical intricacies. A strategic thinker with a sharp eye for detail, who can translate creative concepts into reality.

CLICK HERE TO READ WHAT THEY SAY ABOUT ME

SPANISH: NATIVE

ENGLISH: EXPERT

RELEVANT SKILLS

- Asana ●●●●●●
- Planning ●●●●●●
- Problem-solving ●●●●●●
- Financial skills ●●●●●●

SPARE TIME & AWARDS

LA CURA, Awarded Short Film

3rd Prize BARS Film Festival, 2019

UMBRALE Awarded Short Film

3rd Prize BARS Film Festival, 2018

INSOMNIO Short Film

MEDIA RELATED EDUCATION

May 2023 – Present

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

Oct 2023 – Present

Cinematography Intensive Seminar
Escuela Cinematográfica Argentina (ECA)

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.


Feb 2013

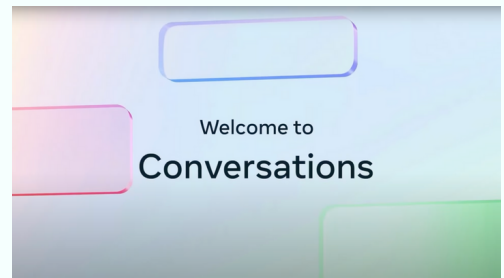
Production I
Centro de Formacion Profesional del S.I.C.A


Jun – Aug 2013

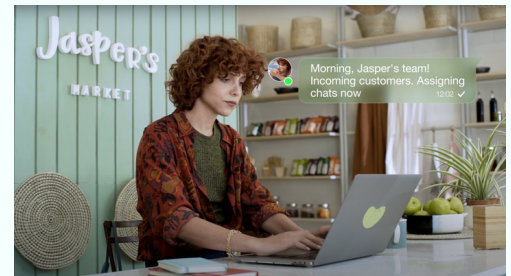
Editing with Final Cut Pro X
Escuela Técnica Dotzero

HIGHLIGHTED PROJECTS


Meta Conversations 2023, Mumbai
Meta, September 2023 



WhatsApp Premium Launch Video
WhatsApp, December 2022 



Digital skills learning program for Indigenous Communities

Meta, Apr - Jun 2022 



WhatsApp Business learning program for small businesses in LatAm

WhatsApp, Apr - Sep 2021 



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