



# Micaela Schefer

Content / Production / Creative Operations

## Summary

Creative Operations & Content Director with 15+ years of experience driving video production, content strategy, and end-to-end creative workflows for global tech brands including Meta and WhatsApp. Combines deep filmmaking expertise with project management, Agile methodologies and stakeholder engagement to deliver impactful campaigns. Skilled at translating complex briefs into compelling narratives, scaling creative teams, and optimizing production pipelines. Background in finance and risk analysis enhances operational efficiency and budget management, ensuring seamless delivery of high-quality content on time and within scope.

## Contact

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[LinkedIn profile here](#)

## Skills

Project management ●●●●●

Asana & Agile/Scrum ●●●●●

Filmmaking ●●●●●

People management ●●●●●

Problem-solving ●●●●●

Financial skills ●●●●●

Communication & stakeholder engagement ●●●●●

## Clients

Some of the brands I worked with

- Meta
- WhatsApp
- Oracle
- Google

## Endorsements

"Micaela is our content and operations leader, but her leadership extends to many other aspects in our organization. She is the first one to arrive and the last to leave, a key player, and the #1 fan of our work. Not only does she write scripts but she also produces on set, edits, and connects- a real one-woman band!"

- Mediaverse Team

## Professional Experience

### Content & Creative Ops Director | Mediaverse Content Creators

Nov 2022 - Present

- Planned and led creative workflows across all production stages, from resource allocation to delivery of social and marketing content.
- Scaled agency by implementing frameworks, workflows, internal standards, trainings and production functions, improving collaboration with cross-cultural teams and enabling the agency to handle larger campaigns.
- Directed cross-functional and international creative teams to deliver content for global tech brands, aligning storytelling with B2B marketing strategies.
- Optimized production pipelines using Agile methodologies, cutting turnaround times and boosting client satisfaction.

### Content & Production Manager | Mediaverse Content Creators

Mar 2020 - Nov 2022

- Planned and led creative workflows across all production stages, from resource allocation to delivery of social and marketing content.
- Scaled agency by 4x by implementing frameworks, workflows, internal standards, training, production functions, and improving collaboration with cross-cultural teams, enabling the agency to handle larger campaigns.
- Directed cross-functional and international creative teams to deliver content for 69 global tech enterprise campaigns, aligning storytelling with B2B marketing strategies.
- Optimized production pipelines, boosting client satisfaction and demand generation.

### Studio Founder and Co-owner | Cumbre Films

Mar 2015 - Nov 2021

- Acted as owner and creative lead, managing all stages of production including client alignment, scripting, filming, and post-production.
- Executed hands-on editing, color grading, and sound design, ensuring high-quality creative outcomes tailored to client objectives.
- Balanced creative vision with business management, fostering client trust and repeat engagements.

### Freelance | Lombas, Soleado Films, Marketing Registrado TV

Mar 2015 - Mar 2021

- Collaborated with multiple production companies in freelance roles.
- Supported commercial projects, web series, and short films, contributing across pre-production and on-set execution.

## Education

- **Bsc Economics**  
*UCEMA*  
Completed in 2007

## Certifications

- **Google Project Management**  
*Google by Coursera*  
Completed in 2025
- **Diploma in Directing Film & Series**  
*Asociación Directores de Cine PCI*  
Completed in 2023
- **Cinematography Intensive Seminar**  
*Escuela Cinematográfica Argentina*  
Completed in 2023
- **Scripting for Digital**  
*ENERC, INCAA*  
Completed in 2023
- **Copywriting**  
*Coder House*  
Completed in 2022
- **Color in Davinci Resolve**  
*Escuela de Videógrafos*  
Completed in 2020
- **Introduction to After Effects**  
*C.E.T.A.E.*  
Completed in 2017
- **Advanced Filmmaking I & II**  
*ENERC, INCAA*  
Completed in 2017
- **Cinematography & Camera**  
*ENERC, INCAA*  
Completed in 2016
- **Introduction to Filmmaking**  
*Escuela Motivarte*  
Completed in 2015, was later appointed assistant to professor
- **Editing with Final Cut Pro X**  
*Escuela Técnica Dotzero*  
Completed in 2013

## Additional Professional Experience

- **Financial Crimes Associate | JPMorgan | Goldman Sachs | Citi**  
Aug 2006 – Mar 2016 (Various roles in Buenos Aires & London)
  - Conducted risk analysis, managed stakeholder relationships.
  - Gained skills in compliance, process efficiency, and risk assessment.
  - Appointed Advisor for the Latin America region based on expertise and performance.

## Core Skills

- Content Strategy, Creative Operations & Content Lifecycle Management
- Project Management (Agile/Scrum) & Process optimization
- Team Leadership & Cross-functional Team Management
- Stakeholder Engagement
- Copywriting, Tech Brand Storytelling & Narrative Development
- Video Production & Post

## Tools & Software

- Asana
- Google Workspace
- Frame.io
- Wipster
- Final Cut Pro X

## Portfolio & Awards

- PORTFOLIO, a curated selection of my favourite projects
- LA CURA, Awarded Short Film, 3<sup>rd</sup> place at Buenos Aires Rojo Sangre Film Festival, 2019
- UMBRAL, Awarded Shortfilm, 3rd Place at Buenos Aires Rojo Sangre Film Festival, 2019
- INSOMNIO, Selected Short Film at Kuala Lumpur International Film Festival, 2025
- I ASK YOU A FAVOUR, Short Film

THANK YOU FOR READING