



Micaela Schefer

Content Director / Production Manager

Profile

A resourceful and strategic leader with +15 years of experience across diverse industries, blending business acumen and creative vision. Experienced in managing high-impact content for top global brands, I thrive in creating efficient workflows that ignite creativity, drive collaboration & transparency, and deliver inspiring content outcomes.

Media Work Experience

Nov 2022 - Present
Mediaverse Content Creators

Content Director

Leading the strategic planning of the agency's creative workflows, and working with clients at every stage of the project; from initial scripting, leading a creative team, managing resources, overseeing the production pipeline and ultimately, delivering social and marketing pieces for publishing. Having joined the agency when it was a team of 3, I successfully helped formalize and grow the agency by implementing comprehensive frameworks, workflows and standards, streamlining the production process and improving team collaboration, helping grow the client base and establishing internal trainings, functions, equipment, and more.

Mar 2020 - Nov 2022
Mediaverse Content Creators

Content & Production Manager

Nurtured and advanced the main client relationship by producing strategic content for Meta and WhatsApp and managing their end-to-end projects. Production management, 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.

Mar 2015 - Nov 2021
Cumbre Films (boutique production studio)

Studio Founder and Co-owner

Produced original video content for brands both big and small. As owner, I had an interdisciplinary role across the whole spectrum of production including: creative alignment with clients, scriptwriting and conceptualization, production, filming, editing, color grading, sound, and more.

Mar 2015 - Mar 2021
Lombas, Soleado Films, Marketing Registrado TV.

Freelance Camera/Gaffer/Production Assistant

Successfully collaborated with various production companies on a freelance capacity covering roles from camera, gaffer, and production assistant in commercial projects, web series, and short films.

Contact

micaschefer@gmail.com

+5411 3802 0102

Malabia 1489 6A, CABA, Argentina

Skills

Planning ●●●●●

Filmmaking ●●●●●

People management ●●●●●

Problem-solving ●●●●●

Financial skills ●●●●●

Communication & stakeholder engagement ●●●●●

Clients

Some of the brands I worked with

Meta WhatsApp

ORACLE Argentina.gov.ar

Portfolio

cumbrefilms.com/micaelaschefer

What they say about me

Education

- **Bsc Economics**
UCEMA
Completed in 2007
- **Diplomma in Directing Film and Series**
Asociación de 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 Workshop in Davinci Resolve**
Escuela de Videógrafos
Completed in 2020
- **Introduction to After Effects**
C.E.T.A.E.
Completed in 2017
- **Advanced Filmmaking Workshop I & II**
ENERC, INCAA
Completed in 2017
- **Cinematography & Camera**
ENERC, INCAA
Completed in 2016
- **Filmmaking Workshop**
Escuela Motivarte
Completed in 2015, Was later appointed assistant to professor
- **Editing with Final Cut Pro X**
Escuela Técnica Dotzero
Completed in 2013

Banking Work Experience

Aug 2012 – Mar 2016

JP Morgan Chase Argentina

○ Financial Crimes Associate for LatAm

Played a key role in identifying financial crime risks and escalating findings to the AML board recommending further actions. Through this process I became the AML Advisor for the Latin America Region.

Oct 2009 – Jul 2011

Goldman Sachs London

○ KYC Client Liaison Analyst

Gathered and verified private wealth clients' information and assessed their risk levels to ensure regulatory compliance and support risk management.

Mar 2006 – Oct 2009

Citigroup (Buenos Aires & London)

○ KYC Analyst / AML Risk Analyst

Monitored and analysed financial transactions to detect and investigate suspicious activity, and escalated cases for further investigation

Spare time & Awards

Buenos Aires Rojo Sangre Film Festival, 2019

LA CURA, Awarded Short Film

3rd Place Best Shortfilm

Buenos Aires Rojo Sangre Film Festival, 2018

UMBRAL, Awarded Short Film

3rd Place Best Shortfilm

INSOMNIO, Short Film

Scriptwriter & Director

I ASK YOU A FAVOUR, Short Film

Scriptwriter & Director

THANK YOU FOR READING