



MICAELA SCHEFER

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With a background in Business and Filmmaking, I'm passionate about storytelling, and combine my planning skills with my creative motivations, to collaborate in projects creating inspiring outcomes. Accruing 9 years in investment banks in Buenos Aires and London, 5 years co-directing my production studio, and 4 years leading the production of strategic content at Mediaverse for top-notch brands. A sustainability enthusiast and adventurous spirit, in my spare time I rock climb, do yoga, pottery, and spend time with loved ones.

MEDIA WORK EXPERIENCE



Creative Operations Director

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

- Nov 2022 - Present

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 omni-channel 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.

Content & Production Manager

- Mar 2020 to Nov 2022

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.



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 conducted an interdisciplinary role from general project coordination to the full 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

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.

SUMMARY

A resourceful and dedicated leader, 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 efficient workflows and pieces.

CLICK HERE TO READ WHAT THEY SAY ABOUT ME

SPANISH: NATIVE

ENGLISH: EXPERT

RELEVANT SKILLS

- Asana ●●●●●●●●
- Planning ●●●●●●●●
- Problem-solving ●●●●●●●●
- Financial skills ●●●●●●●●
- People management ●●●●●●●●
- Communication & stakeholder engagement ●●●●●●●●

SPARE TIME & AWARDS

LA CURA, Awarded Short Film

3rd Prize BARS Film Festival, 2019

UMBRAL Awarded Short Film

3rd Prize BARS Film Festival, 2018

I ASK YOU A FAVOUR Short Film

INSOMNIO Short Film

BANKING WORK EXPERIENCE

JP Morgan Chase

Financial Crimes Associate for LatAm / 2012 - 2016

Goldman Sachs

KYC Client Liaison Analyst / 2009 -2011

Citigroup

KYC Analyst / AML Risk Analyst / 2006 - 2009

MEDIA RELATED EDUCATION

Diplomma in Directing Film and Series

PCI Asociación de Directores de Cine / May - Dec 2023

Cinematography Intensive Seminar

Escuela Cinematográfica Argentina / Oct - Dec 2023

Scripting for Digital

ENERC, INCAA / Apr 2023 - July 2023

Copywriting

Sep - Nov 2022 - Coder House

Color Workshop in DAVINCI RESOLVE

Escuela de Videógrafos / Feb 2020

Introduction to After Effects

C.E.T.A.E. / Sep - Oct 2017

Advanced Filmmaking Workshop I & II

ENERC, INCAA / Apr - Jul 2016 & Apr - Jun 2017

Cinematography & Camera

ENERC, INCAA / Aug 2016 - Dec 2016

Cinematography

Escuela Motivarte, by Alejandra Martin (ENERC) / Aug - Dec 2015

Filmmaking Workshop

Escuela Motivarte, by Fede Bezenzette (ENERC). Was later appointed assistant to professor. / 2015 - 2017

Production I

Centro de Formacion Profesional del S.I.C.A / Feb 2013

Editing with Final Cut Pro X

Escuela Técnica Dotzero / Jun - Aug 2013

HIGHLIGHTED PROJECTS

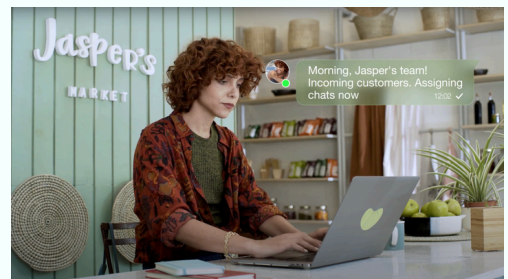
WhatsApp - It all Starts with a Chat

WhatsApp, April 2024



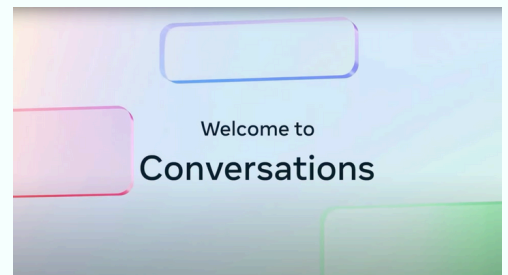
WhatsApp Premium Launch Video

WhatsApp, December 2022



Meta Conversations 2023, Mumbai

Meta, September 2023



WhatsApp Business learning program for small businesses in LatAm

WhatsApp, Apr - Sep 2021



THANK YOU FOR READING