

# joão amorim

CREATIVE

As a creative videographer with a background in graphic design and marketing, my journey has been a constant pursuit of refining skills. I've consistently challenged myself to surpass previous achievements, striving to create content that exceeds what I did.

My dedication revolves around the visual storytelling, searching unique perspectives to narrate compelling stories. Fueled by an passion for creating impactful films, I am driven to breathe life into my ideas in diverse ways.

## CONTACT INFO

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## EDUCATION

2016 - 2019

Graduation in  
Advertising and Marketing  
FACAMP | Campinas, SP - Brazil

JUN/17

Intensive Cinema Course  
4U Films | Campinas, SP - Brazil

## LANGUAGE

PORTUGUESE

ENGLISH

## SOFTWARES

Adobe Premiere

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe After Effects

Adobe Lightroom

Microsoft Office

## Awards

Shortlisted - 39th University  
Competition of Advertising  
Campaigns 2019

## Work Experience

### Marketing Project Coordinator

Aug/23 - Feb/24 Island Gelato / Auckland - New Zealand

- Developed training manual on an online platform with instructional videos for over 110 employees across all five store locations.
- Created new signage design for all the stores
- Redeveloped the Flavor Cards adding allergies and awards; we received great feedback from consumers, and improved the customer decision-making process.

### Videographer

Mar/23 - Jun/23 Staples VR / Auckland - New Zealand

- Collaborated in a team using cyberscan technology with over 110 cameras to digitally capture more than 40 characters for the Jason Mamo'a's Apple TV+ original series "Chief of War" for more realistic VFX.
- Conducted Lidar scanning and photogrammetry of multiple rooms in a project for the New Zealand Defense Force - Navy for the development of highly-detailed 3D VR models.
- Produced instructional videos in a high standard for Navy training programs.

### Creative & Design Assistant

May/22 - Nov/22 Bytedance / Remote - Brazil

- Collaborated with Resso team to develop and design inside app statics and animated ads, resulting in an increase of the purchase of the premium membership
- Elaboration of design needs for nationwide campaigns that received great internal feedback and had millions of viewers
- Came up with trending content ideas inside the team for campaigns with the most famous Brazilian singers to promote their new music with Resso's app features

### Partner Owner

Jan/20 - Jan/23 Grou Filmes / Campinas, SP - Brazil

- Organised creative video production projects for 25+ clients from a broad range of sectors such as aviation, health, food, fashion, education, events and more...
- Won 2 golden prizes at APP Campinas' Media Festival with a Christmas campaign for a Coca-Cola distribution company: Best Content Marketing and Digital Performance Media
- Developed, shot, edited and delivered engaging content for clients within tight deadlines, and also to a high standard resulting in client satisfaction

### Independent Filmmaker

Oct/17 - Present Freelancer / SP - Brazil

- Shot content for nationwide campaigns to use on social networks for clients such as Azul Airlines, BMG Bank, L'Oreal Institute, Shopping D. Pedro, Veiling, Amanco, JSL
- Creative production and shooting of various artists for live performance music videos that reached around 6-8 Million views each
- Worked inside a big television commercial production with a crew of around 25+ people with long 16-hour shoots