

# João Amorim

## Contact

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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

## Personal Statement

I am an independent filmmaker with a background in graphic design and marketing. Throughout my experiences, I have honed my skills in visual storytelling, graphic design, and marketing strategies. I'm able to bring strong conceptual and technical skills to any project, and I'm passionate about creating visually stunning and impactful films and graphic arts.

## Work Experience

### Videographer

Mar/23 - present 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

- Spearheaded 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

### Marketing Intern

Jan/19 - Dec/19 Church of the Nazarene / Campinas, SP - Brazil

- Created social media content strategies for a church with 8.000 members and 47K followers on, and in result made the highest engaged profile posts of all time
- Participated in the creation of the communication strategies for 2 day conferences with around 2K attendees each day, and also created the audiovisual of the events that had a great social media impact

### Communication Leader

May/16 - Feb/19 Nazateen / Campinas, SP - Brazil

- Lead the communication strategy with a 40 people team and delegated tasks before, during and after 3 camps attended by 400+ people, National Conferences attended by 1K people. Also, I joined an organization of South American conferences attended by 3K people.

## Additional Information

Shortlisted - 39th University Competition of Advertising Campaigns 2019