

MARCEL ELI BLANKFELD

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SUMMARY

Content Creator, Videographer, and Digital Media Professional with 13 years of experience producing, filming, editing, and managing content for social media and digital platforms in Brazil and Israel. Experienced in video production, SEO, content management, audience engagement, storytelling, and multimedia campaigns for brands, institutions, and international companies.

PROFESSIONAL EXPERIENCE

- 2013 – Present** **Video Producer & Content Creator** – Freelancer | Israel & Brazil
Produced, filmed, edited, and managed video and social media content for brands, institutions, events, and companies. Experience with SEO-focused content, storytelling, drone operation, photography, post-production, and digital campaigns.
- 2014** **Video Producer** – TV Palmeiras | São Paulo
Produced sports-related digital media content, including scriptwriting, filming, editing, and audience-focused video production for one of Brazil's largest football YouTube channels.
- 2016** **Photographer Assistant** – Kfir Ziv Photography | Tel Aviv
Assisted in photography productions and photo retouching using Adobe Photoshop and Lightroom.
- 2017 – 2018** **Graphic Designer & Social Media Manager** – Archimedes
Created visual and digital content for social media campaigns and managed online content for international clients.
- 2019 – 2020** **YouTube Analyst** – BabyFirst | Israel
Managed Brazilian and Spanish YouTube channels, including SEO optimization, QA, analytics reporting, competitor analysis, and content supervision.
- 2021 – 2024** **Robotic Camera Operator / CCU** – i24News | Israel
Operated robotic cameras and collaborated with production teams in live and recorded television broadcasts.
- 2024** **Video Editor** – Santeria / FSB | São Paulo
Produced and edited social media and PR video content for major international brands including Novo Nordisk and SanDisk, as well as institutional content for the São Paulo State Communication Department. Worked at one of Brazil's leading PR agencies.
- 2025** **Documentary Production** – "Victims of Terror" | StandWithUs Brazil
Camera Assistant and Drone Operator for the documentary project produced by StandWithUs Brazil.

EDUCATION

- Bachelor's in Radio and TV – FAAP, São Paulo (2011–2014)
- Social Media Marketing – Yahav College, Tel Aviv
- Adobe After Effects / Photoshop / DaVinci Resolve Courses – DRC, São Paulo

SKILLS

- Content Creation / Social Media Management / SEO / Content Strategy / Audience Engagement
- Premiere Pro / After Effects / Photoshop / Lightroom / DaVinci Resolve / CapCut / Magnific
- Portuguese (native) / English (fluent) / Spanish (advanced) / Hebrew (intermediate)