

Felipe Martins Silva

CREATIVE PROJECT LEAD / VIDEO PRODUCER

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WORK EXPERIENCE

Digital Project Manager - Contract

Aug 2023 – Present

Voget Financial, Remote

- Implemented a project tracking system to streamline creative project workflows that improved team efficiency by 22% and reduced project lead times by 28%.
- Optimized asset management processes by implementing new protocols, resulting in an 18% increase in video production efficiency.
- Conducted a comprehensive creative review of all marketing materials, proposed redesigns; and applied visual changes that led to a 13.6% boost in conversion rates.
- Crafted strategic project roadmaps outlining key milestones and deliverables, ensuring alignment across cross-functional teams; facilitated clear communication channels, resulting in on-time project completion and successful campaign launches.
- Initiated Basecamp-based quality control protocols, resulting in a 12.5% reduction in revisions among cross-functional teams.

Digital Production Manager

Jun 2022 – Jul 2023

Crunch Fitness, New York, NY

- Led and owned large to medium-scale digital productions from conception to delivery, in partnership with cross-functional marketing teams.
- Ushered the brand's creative vision through to final delivery by leading shoot management for 365 digital productions that established brand awareness and engagement.
- Directed digital production by leading creative check-ins to ensure project scope alignment, resulting in a 15% improvement in project efficiency and a 20% reduction in turnaround time.
- Optimized studio operations and improved post-production editing efficiency, leading to high-quality content delivery.

Video Editor

Jan 2022 – Jun 2022

Crunch Fitness, New York, NY

- Directed content creation initiatives for the brand's social media platforms - Instagram, TikTok, Facebook, and YouTube; driving the development of captivating content strategies to elevate brand visibility and engagement.
- Orchestrated the implementation of a centralized digital repository, optimizing collaboration and ensuring seamless access to branding materials; improved content creation time by 14% and maintained brand consistency across platforms.
- Analyzed social media trends and cultural insights to produce impactful content; leveraging photo/video assets for strategic marketing deliverables.
- Spearheaded the production and editing of organic, and UGC-style content; developed 100+ immersive photo and video assets that strengthened brand identity and maximized performance marketing impact.

EDUCATION & CERTIFICATION

University of Florida, Gainesville, FL

Bachelor of Science – Media Production, Management, and Technology

Miami Ad School, Miami, FL

Creative Advertising Portfolio – Copywriting Certification

Google Career Certification

Google Project Management - Professional Certificate

SKILLS

Video Production, Adobe Premiere Pro, Adobe After Effects, Adobe Photoshop, Adobe Illustrator, Canva, Google Sheets, Asana, Google Analytics, Vmix, TikTok, Instagram, Basecamp, Slack, Trello, Content Management Systems (CMS)