

HENRIQUE ELLER

Creative Director | Video Production Manager | Videographer | Video Editor

Deerfield Beach, FL | +1 (305) 927-2321 | henrique.eller.b@gmail.com | Portfolio: <https://eller.video>

PROFESSIONAL SUMMARY

Award-winning Creative Director and Video Production Manager with 10+ years of experience delivering branded content, commercial campaigns, and multi-platform media for agencies, corporations, and nonprofits. Proven ability to lead cross-functional production teams, manage full project lifecycles from concept to delivery, and execute on-time across all budget levels. Directed 100+ projects including commercials, music videos, and corporate films. Reduced production turnaround by 30% through workflow optimization. Seeking a full-time staff production or creative role in the South Florida market.

CORE COMPETENCIES

- Creative Direction & Brand Strategy
- End-to-End Production Lifecycle
- Video Editing & Post Production
- Team Leadership & Cross-Functional Collaboration
- Content Marketing & Social Media Video
- Adobe Creative Cloud (Premiere, After Effects, Photoshop, Illustrator, Audition, Firefly)
- Video Production Management
- Multi-Camera & Live Event Production
- Motion Graphics & Visual Effects
- Budget Management & Scheduling
- AI Workflow Optimization
- Project Management

PROFESSIONAL EXPERIENCE

Creative Director & Senior Producer - Urso Creative Co. *Mar 2018 – Present*

Full-service creative agency producing branded content, commercials, motion design, and digital campaigns for startups, corporations, and nonprofits across the U.S. and Latin America.

- Directed and produced 100+ projects spanning commercials, music videos, corporate films, and social content, consistently delivering on time and within budget
- Managed full production lifecycle — creative development, pre-production, shoot execution, post-production, and client delivery — across projects of all sizes
- Grew client base through strategic outreach, resulting in a 40%+ increase in repeat business and project inquiries year-over-year
- Produced award-winning independent short film recognized at two international festivals (Best Sci-Fi, Orlando Urban Film Festival 2022; Best Short, Gladiator Film Festival 2023)
- Partnered with executive stakeholders to align creative output with business goals, improving client retention and driving revenue growth
- Optimized production workflows and team processes, reducing average project turnaround time by 30% without sacrificing quality
- Managed and mentored junior editors, motion designers, and production crew members across concurrent projects

Head of Production • True Life Media *Aug 2023 – May 2024*

Media and content production company serving corporate and entertainment clients across South Florida.

- Led a cross-functional production team delivering cross-platform video campaigns, digital content, and branded media from concept through final delivery
- Implemented new creative workflows and production processes that reduced turnaround time by 30% while maintaining quality standards
- Oversaw all production budgets and deadlines, ensuring consistent on-time delivery across multiple simultaneous projects
- Collaborated directly with executive leadership to align creative strategy with company revenue goals, strengthening client retention
- Managed vendor relationships, equipment procurement, and location logistics for shoots across South Florida

AV & Production Specialist • Synergetic Sound + Lighting *Jun 2024 – Aug 2025*

Live event production company specializing in AV, lighting, and staging for corporate events, concerts, and large-scale productions.

- Managed and operated AV, lighting, staging, and video systems for live corporate events, conferences, and concerts
- Developed a technical troubleshooting for LED walls that increased in-house autonomy and productivity
- Supported technical production teams in delivering seamless live event experiences for 500–5,000+ attendee events

Filmmaker & Motion Designer • One Films *Nov 2019 – Mar 2020*

- Produced corporate and commercial video content for major clients including Bain & Company and Guarulhos International Airport
- Edited videos, designed motion graphics, and executed stop-motion and live-action shoots under tight broadcast deadlines
- Delivered fast-turnaround social and music content for high-profile Brazilian recording artists

EDUCATION

Bachelor of Arts in Design *Graduated in 2021*

Mackenzie Presbyterian University • São Paulo, Brazil • GPA: 3.4

Relevant Coursework: Service Design, Visual System Design, Audiovisual Production, Animation

CERTIFICATIONS

Adobe Certified Professional — Premiere Pro: Adobe, 2026

Content Marketing Certification: HubSpot Academy, 2025

Search Engine Optimization (SEO) Certification: HubSpot Academy, 2025

AWARDS & RECOGNITION

Best Short Film: Gladiator Film Festival, 2023 — Writer, Producer & Director

Best Sci-Fi Film: Orlando Urban Film Festival, 2022 — Writer, Producer & Director

Finalist — Best Music Video: My RØDE Reel International Film Competition, 2019

LANGUAGES

English (Native) **Portuguese** (Native) **Spanish** (Fluent) **Japanese** (Conversational) **Mandarin** (Basic)