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CAROLINA VIEIRA

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## PROFESSIONAL SUMMARY

Creative Strategist with extensive experience in social media and influencer marketing, adept at driving impactful campaigns across diverse platforms. Proven track record in client communication, account management, and end-to-end production processes, with a keen eye for innovative solutions and out-of-the-box thinking. Proficient in Adobe Creative Suite and social media scheduling tools, ready to elevate brand growth efforts.

## EDUCATION

Iowa State University, Ames IA  
Major in Journalism  
Minor in Women and Gender Studies  
Bachelor of Science  
GPA 3.91/4.00 *Summa Cum Laude*

Santa Fe College, Gainesville, FL  
Marketing & PR  
Associates of Arts Degree  
GPA 3.58/4.00

## RELATED EXPERIENCE

### *VisCap Media*, Creative Strategist

- Successfully led client communication and managed client accounts, fostering long-term relationships and ensuring client satisfaction.
- Developed and implemented scriptwriting and timeline management strategies, resulting in efficient project delivery.
- Facilitated collaborative ideation and brainstorming sessions, generating innovative ideas to drive impactful campaigns.
- Executed end-to-end production of shoots, including set building, lighting, directing, and filming.
- Used data analytics to identify winning strategies and produced high-performing video ads that exceeded client expectations.
- Managed a significant workload: in charge of filming and getting 45 videos/week in post-production and in editing.
- Demonstrated expertise as a Casting Director, guiding actors to deliver exceptional performances aligned with project goals.
- Maintained excellent client communication, ensuring clear expectations and effective project coordination.
- Oversaw post-production and video drafts to ensure exceptional quality and client satisfaction.

### *Alliance*, Creative Strategist

- Led copywriting and brand strategy efforts, overseeing end-to-end production management
- Managed team of editors, ensuring workload distribution and providing technical guidance for performance-based ad creation
- Conducted daily meetings with creative team for coordination and alignment
- Served as in-house content creator, producing UGCs, VOs, and assets for clients
- Analyzed marketing analytics to optimize campaign performance and foster strategic relationships through social media
- Coordinated UGC content creation, including scouting creators, proposing collaborations, managing production timelines, payments, and client invoicing
- Optimized workflow and project management systems for enhanced efficiency
- Responsible for idea selection based on trends and video performance

### *Greenlee School TV*, Executive Producer, Anchor, News Director

- Researched and produced news stories and promotional broadcasts.
- Managed and prepared media team for content delivery.
- Experienced with: Cameras, Sound Board, scripting, VO/SOT, video producing, editing, shooting in and out of sequence.

## ADDITIONAL SKILLS:

Adobe Creative Suite: Photoshop, Illustrator,  
Lightroom, Premiere Pro, InDesign, After Effects  
Google Products: Google Sheets, Docs, Slides

Microsoft Office: Word, PowerPoint, Excel  
WEB: Hootsuite, WordPress  
Fluent in Portuguese, Italian; Proficient in Spanish