

FREDY SCHWERDTNER

Creative - Designer - Movie & Video Expert

Rua Cesário Alvim, 55/506-C ❖ Rio de Janeiro ❖ Land Phone: (21) 2287-1176 ❖ Cell Phone: (21) 99750-6362
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PROFILE SUMMARY

Movies, Television and Broadcast are my passions.

More than 32 years of experience in communication and marketing. In the past 15 years I have dedicated myself to movie and video business. I've been producing, directing, editing, and made visual and audio effects, color correction and everything else related to the production and post-production in movie and video industries.

Before that, for twenty years, I worked in advertising within the triangle Client, Agency and Media. Always creating as Art Director and coordinating actions in advertising campaigns.

I lived in United States from 1983 until 1984 in Houston – TX where I had the opportunity to learn English, work and experience the American way of life.

EDUCATION & CREDENTIALS

FACHA – Hélio Alonso University — Rio de Janeiro

Bachelor Degree in Communication (*Graduate in Advertising and Propaganda - 1982*)

Other Completed Courses:

- ◆ Marketing Administration (Fundação Getúlio Vargas)
- ◆ Propaganda, Promotions and Merchandising. (Fundação Getúlio Vargas)

COMPUTER SKILLS

- ◆ MS Word
- ◆ MS Excel
- ◆ MS Powerpoint
- ◆ Adobe Acrobat Pro
- ◆ Final Cut Pro X
- ◆ Apple Motion
- ◆ Apple Compressor
- ◆ Apple Pages
- ◆ Apple Numbers
- ◆ Apple Keynote
- ◆ Apple iLife
- ◆ Avid Studio
- ◆ Adobe Premiere
- ◆ Adobe After Effects
- ◆ Adobe Photoshop
- ◆ Adobe InDesign
- ◆ Adobe Illustrator
- ◆ E Outros ...

LANGUAGES

- ◆ English - Fluent
- ◆ Spanish – Basic

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EXPERIENCE

VIDEOLAB PRODUCTION COMPANY — Rio de Janeiro

My own production company

Producer and Post-Producer, 2000 to Present

Working at my home business company (VideoLab) I've been producing and doing the post-producing on movies and videos for my clients and as freelancer for other production companies.

Portfolio – <http://www.fredyschwerdtner.wix.com/videoLAB>

ARTE & IMAGEM and BANANA DA TERRA — Rio de Janeiro

My own Advertising Companies

Creative Director, 1990 to 2000

I worked creating and coordinating advertising campaigns, ads for newspapers and magazines, logos, packaging, manuals, brochures etc

Portfolio – <http://www.fredyschwerdtner.wix.com/videoLAB>

REDE DE HOTÉIS OTHON — Rio de Janeiro

Director Assistant for Marketing, Advertising and Promotions, 1988 to 1990

As Sales Director's Assistant I worked on national and International plans for marketing and sales of the 22 hotels of the chain, doing their marketing budgets, communication strategies, analysis of advertising campaigns, media monitoring results and evaluation and analysis of qualitative and quantitative researches.