

Natalia Scherer

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I'm an experienced Producer and Production Manager with a proven track record in overseeing the production of creative assets for marketing campaigns, specialising in video, photography, print, and content across diverse industries. Currently looking for roles where I can oversee end-to-end projects, as well as manage creative and content operations.

Experience

Apple - Hogarth (Jul 2024 - Sep 2024)

- CONTENT PRODUCTION MANAGER

Currently working with Hogarth at a freelance capacity for Apple's 2024 product launch. The project includes adapting digital and print content to European and British markets, managing translators, gathering relevant UGC, testing assets and licensing material.

Sydney Opera House (Jul 2019 - Mar 2024)

- PRODUCTION MANAGER CREATIVE STUDIO
- SENIOR DIGITAL MARKETING COORDINATOR

At SOH, I held various roles in the Marketing portfolio, including the Digital and Creative teams. I managed digital content projects, handled budgets up to AUD 150k, drafted legal contracts, secured licensing, arranged talent for shoots, coordinated with influencers, and managed resources and workload. Notable projects I pitched and produced include the Sydney Opera House's 50th Birthday campaign 'Play it Safe,' House Vault music series, Creative Learning 2024 Program Illustrations, Dance Rites 2019 pre-roll video, Walk Off the Earth performing 'Thunderstruck' by AC/DC, and the Sydney Opera House Virtual Escape Rooms.

Times Academy (Jun 2019 - Mar 2018)

- MEDIA AND COMMUNICATIONS OFFICER

I worked in the Marketing team, planning digital content to boost sales and managing social platforms by monitoring, analyzing, and improving performance. I assisted the sales team with events and produced promotional videos.

Achievements include doubling Facebook followers in 6 months, increasing social engagement by 55%, and producing the company's most-watched video, 'British vs Australian: The Battle.'

Education

Faculdade Cásper Líbero (Feb 2013 - Dec 2016)

- Bachelor's Degree in Public Relations

Skills

- Adobe Creative Cloud (Photoshop, Illustrator, Premiere, Audition, After Effects, InDesign)
- YouTube
- Meta (Facebook and Instagram)
- TikTok
- Hootsuite
- AEM
- Sharepoint
- WordPress