

André Bolivar

Audiovisual Director & Senior Video Producer

Direction | Production | Content Strategy

Florianópolis, Santa Catarina, Brazil

CONTACT

+55 49 99107-3483 (WhatsApp)
andrebolivar@hotmail.com.br
www.linkedin.com/in/oandrebolivar
Portfolio: andrebolivar.com

KEY SKILLS

- On-camera presentation
- Audiovisual coordination and direction
- Content strategy

LANGUAGES

Spanish - Professional
Portuguese - Native
English - Professional

CERTIFICATIONS

Advanced After Effects
Production and Videography
Film Set Coordination
Audiovisual Content Strategies

PROFESSIONAL SUMMARY

Audiovisual Director and Senior Video Producer

with more than a decade of experience in marketing, media and technology. I lead projects end to end, from scripting and direction to final delivery, ensuring consistency and alignment with business objectives. I have strong experience in e-commerce content, sales funnels, and B2B and B2C strategies, with workflow optimization using Adobe and AI solutions.

I also work as a presenter, scriptwriter and narrator

, translating technical and commercial topics into clear and persuasive communication for YouTube, social media, institutional and documentary content. Proven experience in remote and hybrid environments, integrating marketing, sales and product. Fluent in English and Spanish.

PROFESSIONAL EXPERIENCE

Agência Mona

Senior Video Director and Editor (Contract - Part-Time)

April 2026 – August 2026 | Concórdia, SC

- Coordinated the agency's entire audiovisual operation, from concept to final delivery.
- Directed shoots and supervised editing, ensuring visual consistency.
- Implemented optimized workflows using Adobe and AI.
- Delivered audiovisual projects increased clients' digital engagement by approximately 20% to 30% (data extracted from social media reports).

Concórdia

Audiovisual Coordinator (Hybrid)

January 2025 – March 2026 (Full-Time) | April 2026 - August 2026 (Part-Time) | Palhoça, SC and Concórdia, SC

- Coordinated the audiovisual production process in collaboration with marketing and sales.
- Acted as presenter and brand spokesperson, translating technical information into clear communication through content videos and live broadcasts.
- Produced videos for e-commerce and sales, supporting B2B and B2C teams.
- Managed, planned and produced all of the brand's YouTube content, with thousands of monthly views.
- From April 2026, moved to part-time to take on the parallel project as Director at Agência Mona.

UPIK (Arquiteto de Bolso)

Video Producer (Remote)

May 2022 – January 2025 | São Paulo, SP

- Audiovisual production in collaboration with marketing and sales.
- Acted as presenter and brand spokesperson, translating technical information into clear communication.
- Produced videos for e-commerce and sales via WhatsApp, supporting B2B and B2C teams.
- Highlight: some videos in the series surpassed 1 million views, expanding the brand's reach and recognition on social media.

Boa Visão Imóveis

Marketing Manager (On-site)

March 2021 – September 2021 | Chapecó, SC

- Planned and executed digital strategies focused on audiovisual content and paid traffic.
- Coordinated institutional and commercial videos for brand positioning.
- Audiovisual campaigns integrated with paid traffic generated a considerable increase in qualified leads compared with images (data from the ads manager).
- Video content increased ad conversion rates by 15% (comparison between static and audiovisual assets).

ClicRDC

Video Producer

April 2019 – April 2020 | Chapecó, SC

- Produced audiovisual content for digital journalism and branded projects.
- Directed shoots and edited journalistic and editorial productions under short, demanding deadlines.
- Contributed to live broadcasts and web series, increasing audience by more than 25% (approximate data from internal newsroom audience reports).
- Worked on camera as a reporter and narrator.

Concórdia Informática

Marketing Specialist

November 2017 – December 2018 | Concórdia, SC

- Worked as Social Media and Graphic Designer.
- Planned and produced audiovisual content for both products and commercial initiatives.
- Digital strategies increased lead generation by 30% (data from CRM and internal reports).

Arpa Sistemas de Informática

Technical Support Analyst and Video Producer

August 2014 – November 2016 | Concórdia, SC

- Started as a Technical Support Analyst, assisting customers, conducting training sessions and software demonstrations.
- Moved to the audiovisual area, structuring the company's video production department and defining workflows and work standards.
- Produced commercial, instructional and training videos used in sales and employee onboarding, increasing the business closing rate by approximately 20% (data from commercial reports).

Skills:

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|-------------------------------------|----------------------------------|
| • Film set direction | • Adobe Premiere |
| • On-camera presentation | • After Effects |
| • Audiovisual coordination | • DaVinci Resolve |
| • Live broadcasts | • YouTube Studio |
| • Voice-over, dubbing and narration | • AI applied to audio and video |
| • Strategic audiovisual production | • Scriptwriting and Storytelling |