

MARCELA LAMOUNIER

PRODUCER MANAGER / TV-FILM CREATIVE

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BIOGRAPHY

I'm a 33 years old creative currently based on Stockholm. I have fifteen years of work experience in various positions and on different countries. I love to travel, to read and paint.

PROFESSIONAL QUALIFICATIONS

- Development of TV shows, TV series, movies and sitcoms
- Writing and creating scripts, characters and synopses
- Switcher coordination for live programs and news (switcher digital)
- Storytelling
- Development of audiovisual products and projects
- Production, reporting and editing text for journalism
- Writing children and teenagers content
- Assist the production and direction for cinema ads

LANGUAGES

- English (advanced)
- Spanish (advanced)
- Portuguese (native)
- French (basic)
- Arab (basic)

PUBLICATIONS

- "TV That Your Child Sees" (Panda Books), a book written by Beatrice Rosenberg, performing research on which are based the content of the book
- Author of "Beijinho da Sorte" (Editora Globo) and other scripts published in other titles of the collection

OTHER ACHIEVEMENTS

- Grant of scientific initiation FAPESP, with research of "Realidade magazine: between journalism and literature" | 2001 - 2004
- "É Pique!", a experimental project of children's magazine | 2004

EXPERIENCE

- CREATIVE STRATEGIST | TV Record, 2014
Game strategy and creation in the reality show The Farm.
- CREATIVE DEVELOPER | Discovery Kids, 2012 - 2013
Project development of tv series, creative development and writing (concept, characters profile, plot development, art concept, script).
- CREATIVE DEVELOPER | TV Brasil, 2012 - 2013
Consulting for the series "Igarapé Mágico", creative development and writing (plot development, synopsis).
- SCREENWRITER | Dogs Can Fly Films, 2010 - 2012
Development and script writing of SKY teasers, a Brazilian cable TV service provider.
- TV SHOW PRODUCER | FremantleMedia, 2009 - 2010
TV show producer - Brazilian version of "The Price is Right".
- WRITER | Editora Globo, 2006 - 2010
Creative development and comicbook writer.
- CONTENT PRODUCER AND SWITCHER COORDINATOR | TV Bandeirantes, 2006 - 2009
Content producer, program producer, switcher coordinator of entertainment and news.
- REPORTER & WRITER | Editora Abril, 2004 - 2008
Reporter and writer for Disney titles "Witch", "Pooh" and "Princess".

EDUCATION

- BACHELOR'S DEGREE
Faculdade Cásper Líbero, Social Communication (Journalism) | 2001 - 2004
- ACTING SCHOOL
Senac | 2011 - 2013
- PLAYWRITING
Escola SP de Teatro | uncompleted, 2014
- GRADUATION: CINEMA, THEATER AND TV
Célia Helena | uncompleted, 2015

ADDITIONAL EDUCATION

- Feature film (Cinema's Master Degree at Columbia University) | Itaú Cultural, 2016
- Pitching | Itaú Cultural, 2015
- Content and audiovisual presentation | Itaú Cultural, 2015
- Copyright | Itaú Cultural, 2015
- Early childhood | Artemisia Lab, 2015
- Course "Story", with Robert McKee | Globosat, 2013
- Course "Genre", with Robert McKee | Globosat, 2013
- Master class with Martha Kaufmann (creator of "Friends") | Globosat, 2013
- Master class with Anthony Zuiker (creator of "CSI") | Globosat, 2013
- Master class with Scott Buck ("Dexter" showrunner) | Globosat, 2013
- Master class with Darren Star ("Sex in the City" showrunner) | Globosat, 2013
- Playwriting | Casa Oswald de Andrade, 2007
- NBC TV Journalism Course | Faculdade Cásper Líbero, 2004
- Film and Screenplay | Casa Mário de Andrade, 2005