

GABRIELA MUNIZ SILVA

CREATIVE DIRECTOR | FILMMAKER | MOTION DESIGNER

Dynamic Video Editor and Filmmaker with over 5 years of experience in crafting cinematic, story-driven content that captivates audiences and elevates brands. Proficient in post-production, motion design, and creative project management, ensuring seamless transitions from concept to delivery. Expertise in storytelling, visual branding, and team collaboration fosters innovative solutions that enhance engagement and drive brand growth. A proven track record of leading multidisciplinary teams and managing client relationships with precision, resulting in consistently successful projects and high client satisfaction. Passionate about bringing creative visions to life through compelling visual narratives.



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São Paulo, Brasil



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gabimuniz.com

CORE SKILLS

Video Editing & Post-Production • Motion Graphics & Animation • Storytelling & Narrative Flow • Color Correction & Sound Design • Cinematography & Visual Composition • Creative Direction & Art Direction • Project & Team Management • Workflow Optimization • Client Communication & Leadership • Brand Storytelling • Strategy • Adobe Premiere Pro • After Effects • Photoshop • Illustrator • Audition • DaVinci Resolve

PROFESSIONAL EXPERIENCE

Freelance Video Editor, Motion Designer & Project Lead, Global

Feb 2019- present

- Lead and manage creative projects for brands, agencies, and artists worldwide.
- Oversee entire production cycles — from concept and storytelling structure to editing, design, and delivery. Known for blending creative leadership, visual strategy, and team coordination in high-performance environments.
- Directed and edited content for clients in fashion, hospitality, education, and entertainment.
- Led small multidisciplinary teams of editors, designers, and motion artists on collaborative campaigns.
- Developed project scopes, defined creative direction, and ensured consistent visual language.
- Managed client communication, feedback loops, and deadlines with precision and transparency.
- Delivered 200+ successful projects with consistent client satisfaction and repeat business.

Video Editor, Ânima Educação, São Paulo

Dec 2020- Feb 2022

- Edited lectures and training content, enhancing clarity and engagement through motion graphics integration.
- Collaborated closely with professors and instructional designers to align educational goals with visual storytelling.
- Mentored junior editors, establishing best practices and structured workflows to streamline projects.
- Boosted viewer retention rates significantly by refining pacing and visual elements across various media.
- Managed project timelines and coordinated feedback to ensure timely delivery of high-quality content.

Head Writer, Game Geek, São Paulo

2015-2017

- Planned, wrote, and edited entertainment features and reviews.
- Led editorial meetings, delegated tasks, and maintained stylistic consistency.
- Increased traffic and brand visibility through consistent editorial output.

EDUCATION

B.A. in Radio, TV & Internet, Universidade Anhembi Morumbi, São Paulo

CAREER HIGHLIGHTS

- Directed and managed 200+ creative projects from concept to delivery.
- Successfully led cross-functional teams across multiple industries.
- Streamlined workflows, reducing project turnaround by 30%.
- Provided creative direction and consulting to clients, guiding storytelling strategy and visual identity development.
- Managed multiple concurrent projects, ensuring on-time delivery and client satisfaction under tight deadlines.
- Built a strong reputation for creative leadership, adaptability, and a proactive approach to problem-solving.
- Recognized for balancing creativity with strategic thinking, ensuring every project met both artistic and business goals.
- Mentored junior editors and coordinated feedback cycles, improving communication and production consistency.

ABOUT ME

Driven by curiosity, collaboration, and visual storytelling. I thrive on translating ideas into powerful visuals, leading teams with empathy and clarity, and pushing creative boundaries through structure and experimentation.

LANGUAGES

English, Portuguese, Spanish, French