

MELODIE GRUMBERG

CONTENT CREATOR



WHO I AM...



MY NAME IS MÉLODIE, I'M A CONTENT CREATOR, A PHOTOGRAPHER, A FILMMAKER AND BEFORE ALL A STORY TELLER. I JOINED THE CINEMA SCHOOL ESEC IN 2002 IN PARIS WHERE I SPECIALIZED IN DIRECTING. IN 2005, I ASSISTED CHANTAL AKERMAN IN HER CINEMA & VIDEO ART PROJECTS. AT THE SAME TIME I GOT A MASTERS DEGREE IN HISTORY OF CINEMA AT THE SORBONNE. IN 2007, I DIRECTED MY FIRST SHORT FILM "ZERO KILOMETRE HEURE", WHICH HAD A SUCCESSFUL CAREER IN FESTIVALS, SO I CONTINUED TO SHOOT MORE FICTION, I ALSO REALLY LOVE THAT. I ALSO CONTINUED MY CAREER AS A CONTENT CREATOR FOR BIG BRANDS (DIOR, PATHÉ, HACHETTE, ETC...), I HAVE CREATED HUNDREDS OF CONTENT FOR COMPANIES, LOCAL BRANDS IN ISRAEL, FASHION, MUSIC VIDEOS, FROM CORPORATE TO FICTION, CRISS-CROSSING BETWEEN VIDEO AND PHOTOGRAPHY.

Commercial & brand content

I COLLABORATE WITH BRANDS TO CRAFT AUTHENTIC VISUAL NARRATIVES, BLENDING STORYTELLING, AESTHETICS, AND ATMOSPHERE. EVERY PROJECT BECOMES A DIALOGUE, WHERE I BRING MY CREATIVE VISION TO THE BRAND'S WORLD.





VNTG SUNGASSES

A LIFESTYLE CAMPAIGN

LIFESTYLE PHOTOGRAPHY FOR
VINTAGE EYEWEAR,
SHOWCASING THE BRAND'S
FUSION OF HERITAGE AND
CONTEMPORARY DESIGN.





KRASHER ROSE

WINE & LIFE STYLE

SHOT BY THE SEA FOR KRACHER ROSÉ, THIS LIFESTYLE CAMPAIGN IS PLAYFUL - A WOMAN WALKS INTO THE WAVES WITH A CAREFREE SOPHISTICATION. THE IMAGERY EVOKESES THE WARMTH OF SUMMER AND THE REFINED PLEASURE OF LIVING BEAUTIFULLY.



CLICK ON THE PICTURE TO VIEW THE VIDEO





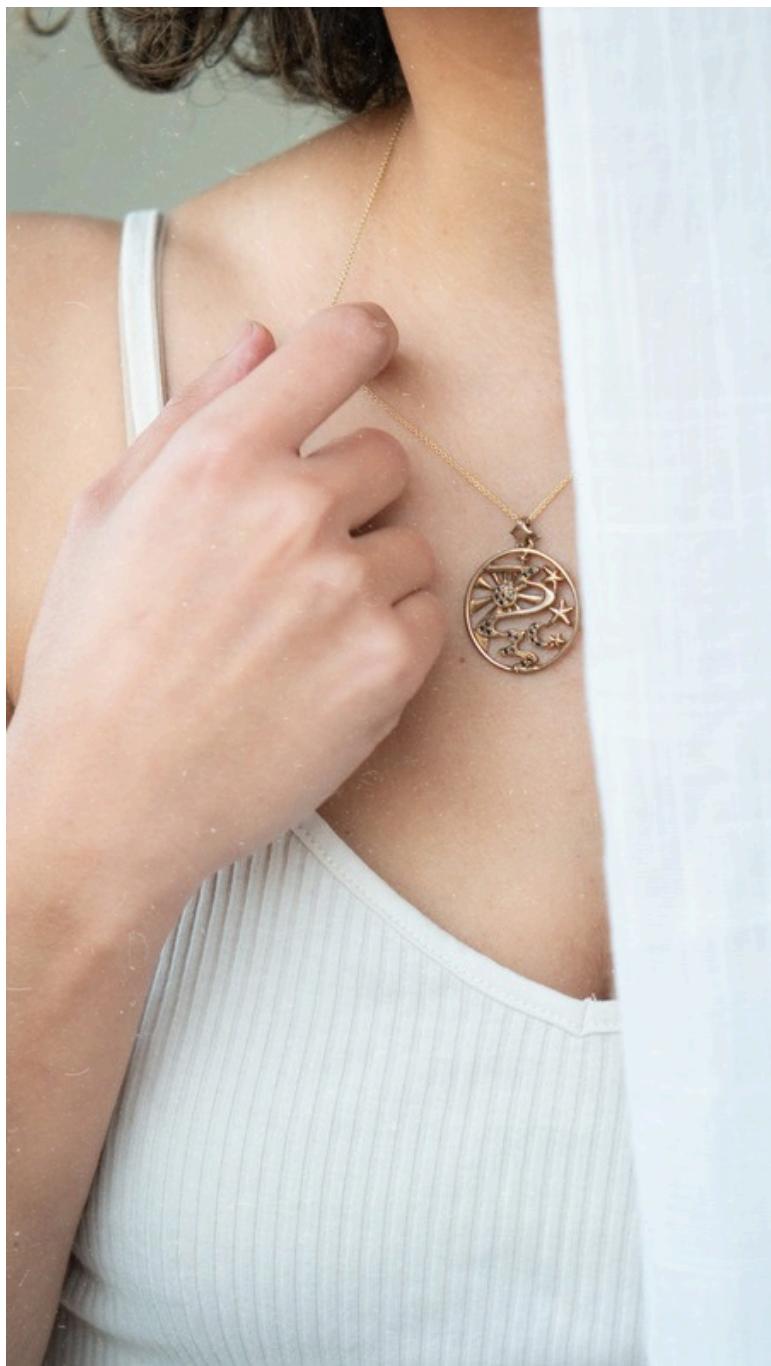


YAARIT JEWELRY

ARTISAN JEWELRY BRANDING

PHOTOSHOOT FOR YAARIT JEWELRY,
HIGHLIGHTING THE BRAND'S
ARTISANAL QUALITY AND REFINED
DESIGN LANGUAGE. THE VISUALS
FOCUS ON CRAFTSMANSHIP, NATURAL
BEAUTY, AND TIMELESS SIMPLICITY.





VOLUSPA

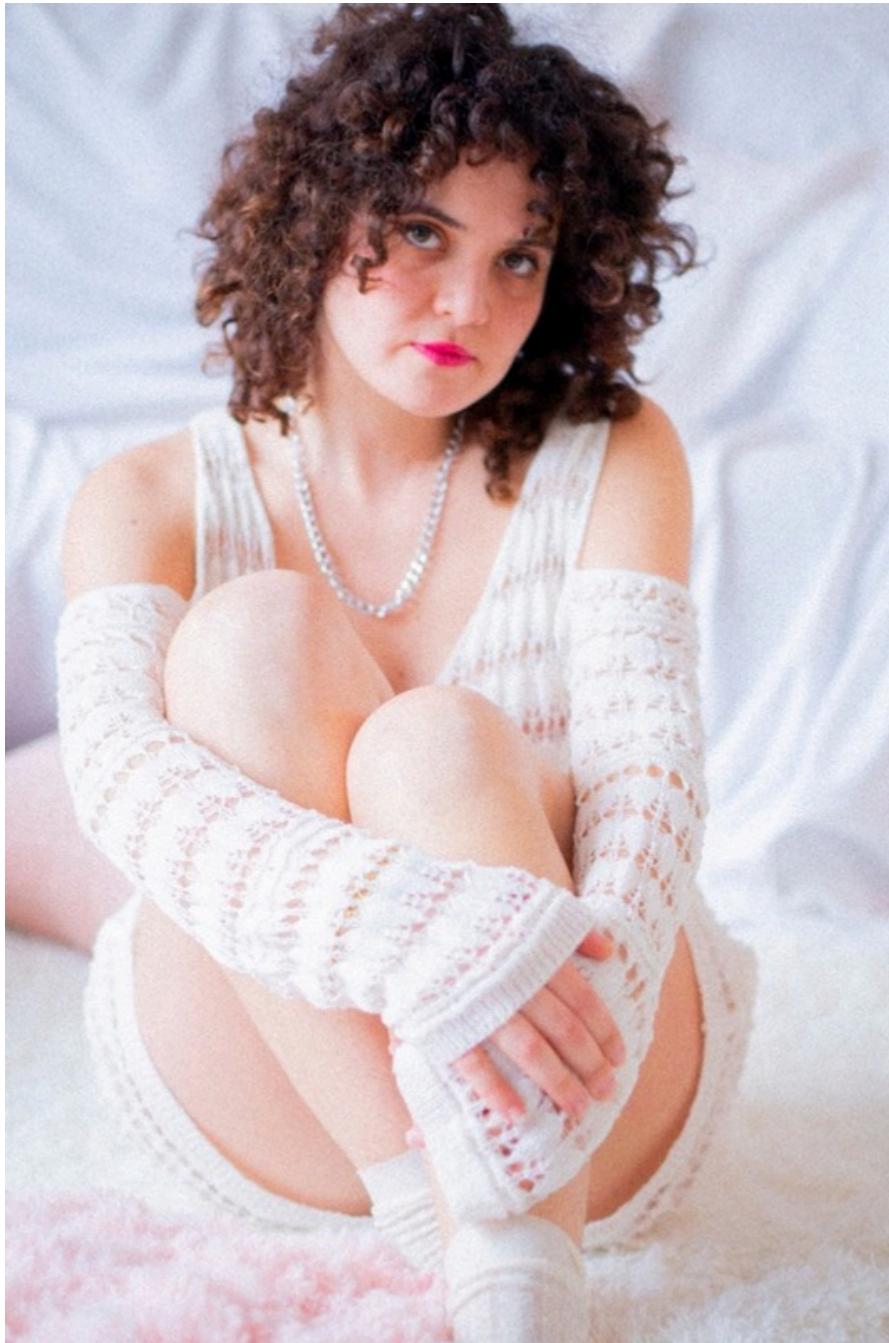
HOME AMBIENCE

FOR VOLUSPA, I CREATED VISUALS THAT BRING THE SENSES TO LIFE, TEXTURES, THE COMFORTING AMBIANCE OF A HOME FILLED WITH FRAGRANCE, FOCUSING ON THE ATMOSPHERE.



CLICK ON THE PICTURE TO VIEW THE VIDEO





HONEY BUNNY

FASHION - VINTAGE CLOTHING

A CREATIVE SERIES FOR HONEY BUNNY, HIGHLIGHTING VINTAGE PIECES WITH A '90S TWIST. THE PICTURES BLENDS COLOR, VINTAGE GRAIN AND VIBE

CLICK ON THE PICTURE TO VIEW THE VIDEO





CLICK ON THE PICTURE TO VIEW THE VIDEO



DIOR

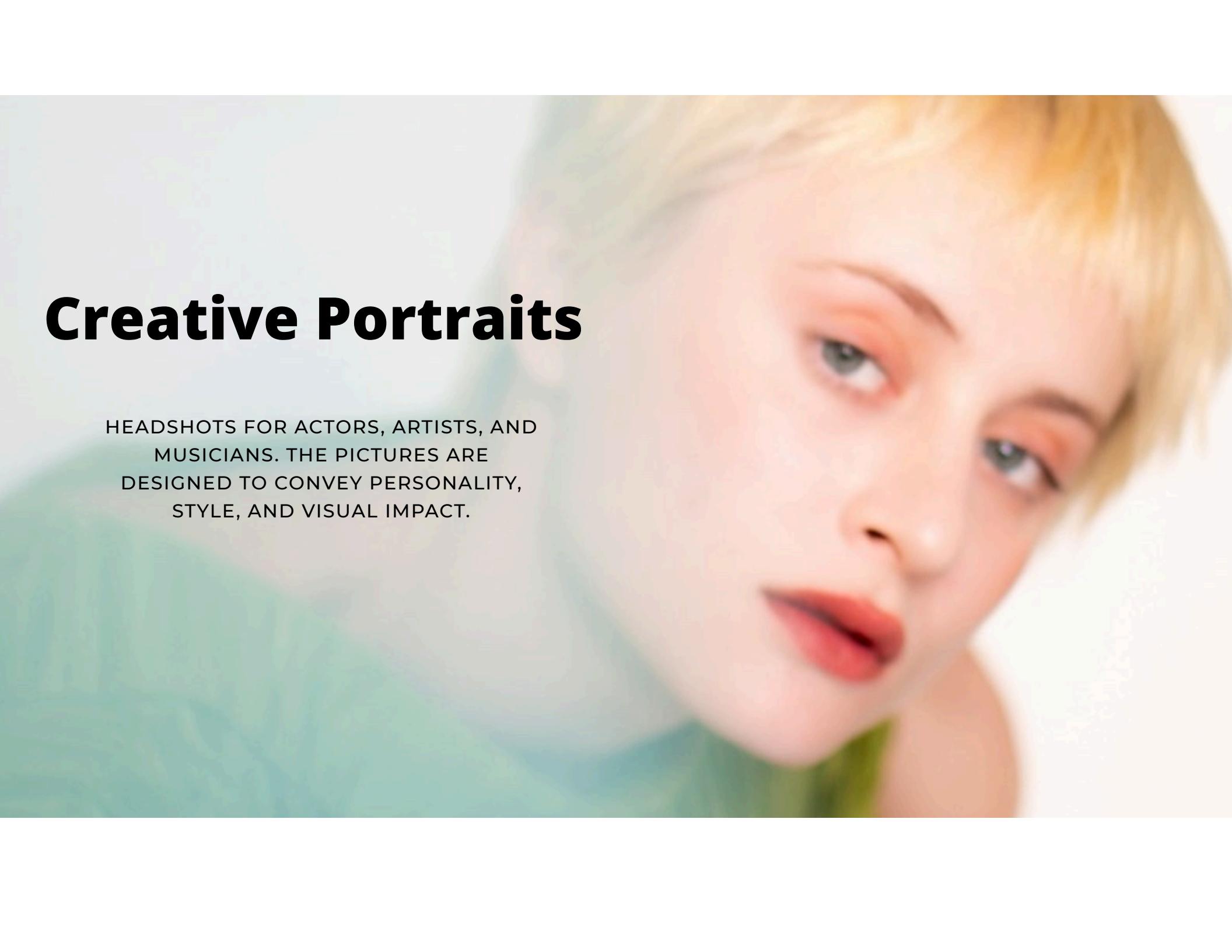
LUXURY FASHION FILM

A SERIES OF VIDEOS I'VE MADE
FOR DIOR, CAPTURING THE
WORLD BEHIND THE RUNWAY.
FROM CONVERSATIONS WITH
STARS ATTENDING THE SHOW TO
THE ARTISANS CRAFTING EACH
DRESS, THE FOOTAGE
CELEBRATES BOTH GLAMOUR
AND CRAFTSMANSHIP.



CLICK ON THE PICTURE TO VIEW THE VIDEO

Creative Portraits



HEADSHOTS FOR ACTORS, ARTISTS, AND
MUSICIANS. THE PICTURES ARE
DESIGNED TO CONVEY PERSONALITY,
STYLE, AND VISUAL IMPACT.



ELECTRIC SEA

MUSICIAN

FOR ELECTRIC SEA, I CREATED VISUALS THAT EMBODY THE ENERGY AND STYLE OF HER EP. THE SERIES SERVES AS BOTH ARTWORK FOR THE RELEASE AND A TOOL FOR COMMUNICATING HER ARTISTIC VISION ACROSS PLATFORMS.



סולו
מוֹפָע

yahel doron

עננים בתוך הבطن



24.6
פאב היפה
שני ציון

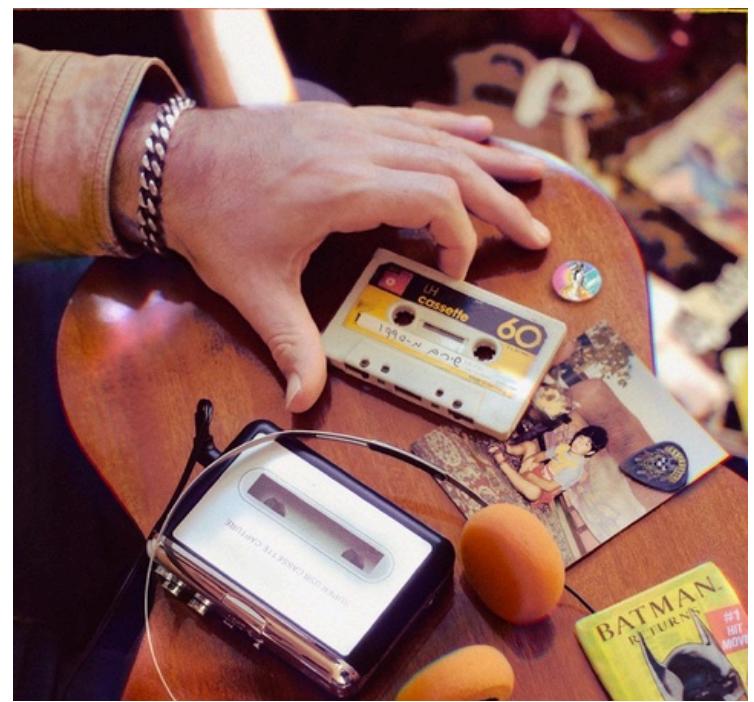
3.5
סלון מלכה
תפן

16.3
פאב הגן
נתיב העשרה

YAHEL DORON

MUSICIAN

YAHEL DORON WAS GOING SOLO, AND FOR HIS EP, HE WANTED NOSTALGIC VISUALS WITH A VINTAGE TOUCH. THE PHOTOS WERE USED FOR BOTH HIS EP AND PROMOTIONAL POSTERS



HELLO HERZLIYA

PHOTOGRAPHY FOR HELLO HERTZLIYA,
HIGHLIGHTING THE HUMAN SIDE OF
EDUCATION. PORTRAITS AND LIFESTYLE SHOTS
FOR WEB AND SOCIAL MEDIA SHOWCASE .





Concept videos & Projects

I'VE DIRECTED, SHOT, AND EDITED NUMEROUS VIDEOS, BUT HERE I'M SHARING THE CONCEPTUAL ONES—PROJECTS THAT EXPLORE OUT-OF-THE-BOX IDEAS AND PUSH CREATIVE BOUNDARIES.



CLICK ON THE PHOTO TO VIEW THE VIDEO

PRESS PLAY

A VIDEO INSTALLATION CONCEPT, PRESS PLAY INVITES EACH AUDIENCE MEMBER TO BRING THEIR OWN MUSIC. BY PAIRING INDIVIDUAL SOUNDTRACKS WITH THE VISUALS, THE PROJECT TRANSFORMS THE VIEWING EXPERIENCE INTO A PERSONAL AND PARTICIPATORY JOURNEY.

Love Time Death

LOVE TIME DEATH

A NARRATIVE EXPERIMENT I WROTE AND SHOT IN COLLABORATION WITH TWO OTHER DIRECTORS, LOVE TIME DEATH EXAMINES THE INTERTWINED NATURE OF LOVE, TIME, AND MORTALITY. EACH DIRECTOR SHOT A SEGMENT, WITH THE STORIES INFLUENCING AND RESONATING ACROSS THE OTHERS, REFLECTING THE INTERCONNECTEDNESS OF HUMAN EXPERIENCE.

CLICK ON THE PHOTO TO VIEW THE VIDEO



THE WOMAN LIFESTYLE'S GUIDEBOOK

INSPIRED BY A 1950S GUIDEBOOK DICTATING HOW WOMEN SHOULD BEHAVE, THIS CINEMAGRAPH EXAMINES THE TENSION BETWEEN SOCIETAL EXPECTATIONS AND HUMAN INDIVIDUALITY. THE CHARACTER IS POSED LIKE A MANNEQUIN, FROZEN IN THE WORLD AROUND HER WHILE SUBTLE MOVEMENTS ANIMATE THE ENVIRONMENT. THESE SMALL MOTIONS HIGHLIGHT THE CONTRAST BETWEEN THE RIGID ROLES IMPOSED ON WOMEN AND THE LIFE THAT EXISTS BEYOND THEM.

CLICK ON THE PHOTO TO VIEW THE VIDEO



Let's be in touch !

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