



MELODIE GRUMBERG

VIDEO CREATOR
PORTFOLIO

WHO I AM...



My name is Mélodie. I'm a video creator, content producer, and storyteller with over 10 years of experience creating visual content across video, photography, and digital platforms.

I trained in directing at ESEC film school in Paris and hold a Master's degree in the History of Cinema from the Sorbonne. I directed my first short film in 2014, which went on to screen at multiple international festivals, and I continued to develop narrative work alongside commercial projects.

Over the years, I've created hundreds of pieces of content for brands such as Dior, Pathé, VNTG, and a wide range of companies and local brands in Israel, spanning short-form social content, fashion, branded storytelling, and corporate films. My work often sits at the intersection of narrative and performance, moving fluidly between video and photography.

I'm experienced in owning the full production pipeline, from concept and scripting to filming, editing, and delivery, and I'm especially focused on creating high-impact, short-form content tailored for social platforms. I care deeply about clarity, pace, and visual quality, and I'm driven by creating content that is both engaging and effective.

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.



DIOR

LUXURY FASHION FILM

A series of short interviews and behind-the-scenes videos created for Dior, capturing the world behind the runway during their défilé.

From intimate conversations with guests and stars attending the show to moments with the artisans crafting each dress, the series celebrates both glamour and craftsmanship. Shot amid the energy of the runway and the quiet artistry backstage, the visuals reveal the human stories and creative passion that define the Dior universe.



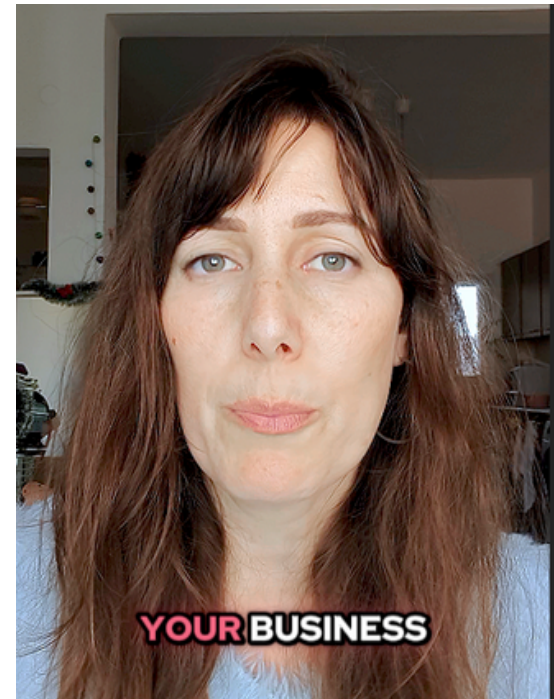
[CLICK ON THE PICTURE TO VIEW THE VIDEO](#)

TAILOR BRANDS



I created two short videos specifically for Tailor Brands focusing on hooks, pacing, and performance-oriented storytelling.

They were fully self-produced, from concept and scripting to shooting and editing, and designed for TikTok and Meta feeds.



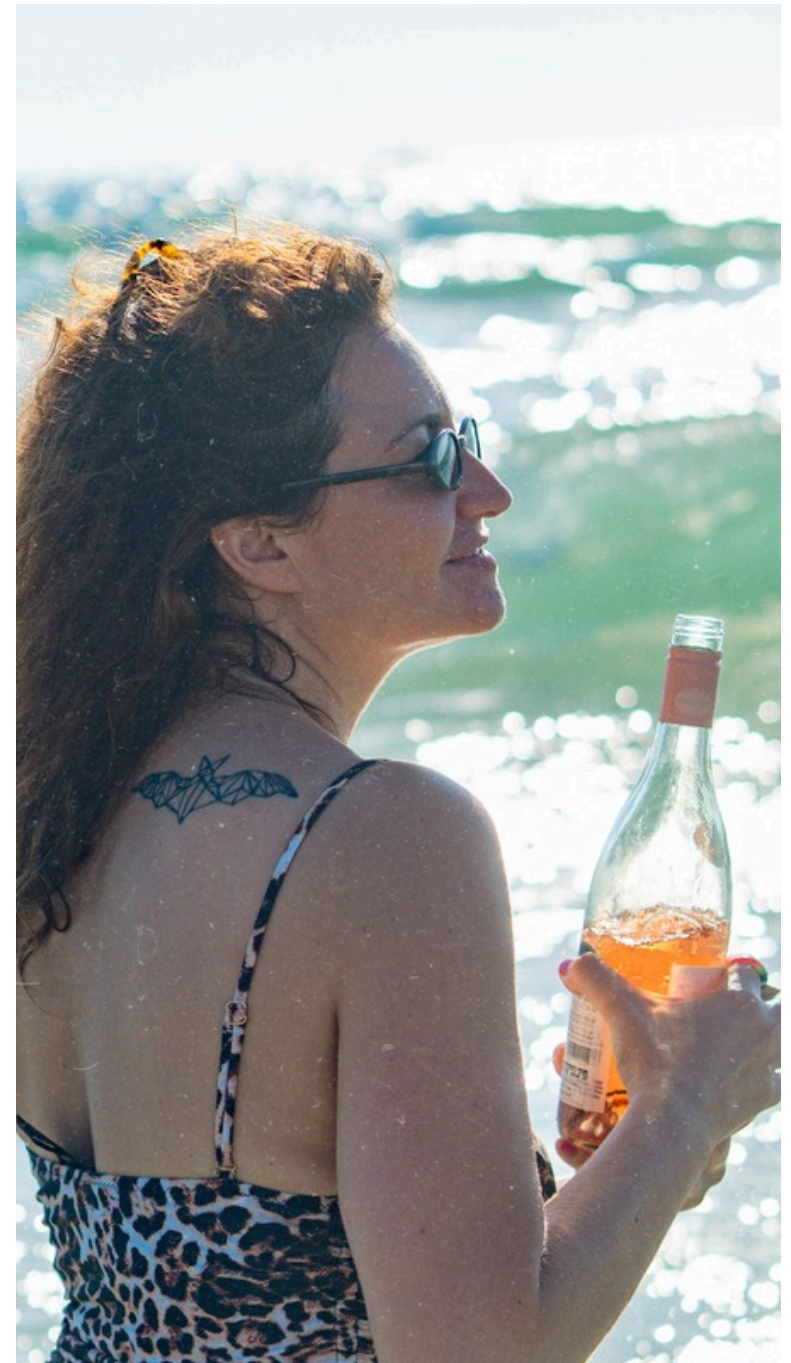
CLICK ON THE LOGO + PICTURE
TO VIEW THE VIDEOS

KRASHER ROSE

WINE & LIFE STYLE

This lifestyle campaign captures the playful spirit and effortless elegance of summer. The visual language evokes warmth, lightness, and the refined pleasure of living beautifully.

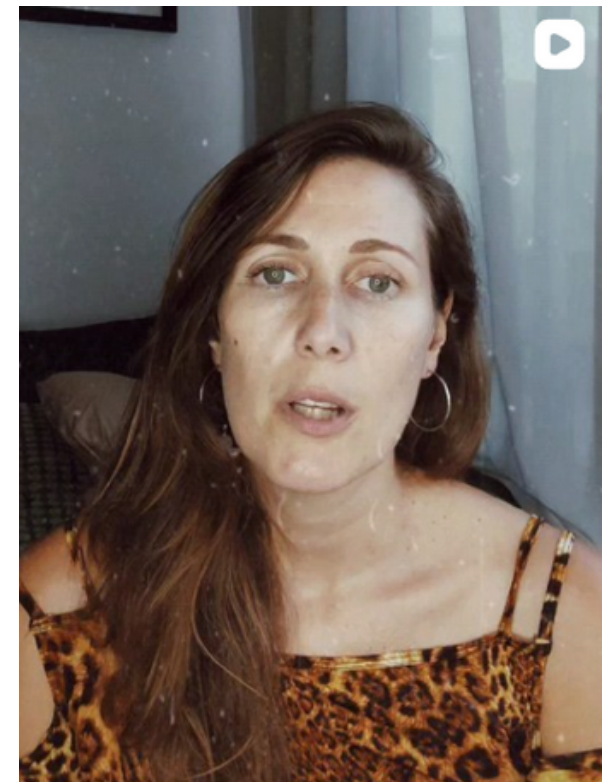
I was responsible for both the video and photography, creating cohesive assets for Kracher's social media launch. The campaign aimed to strengthen brand engagement, positioning Kracher Rosé as a modern, aspirational choice for casual luxury. The campaign's goal was to boost social visibility and engagement metrics by leveraging emotionally driven imagery



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SHORT-FORM TREND CONTENT

I have created engaging, short-form videos that bring iconic film and series dialogues to life, leveraging lip-sync and trending audio to captivate audiences on Instagram and TikTok.



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VOLUSPA

HOME AMBIENCE



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Voluspa transforms fragrance into art, crafting luxurious, hand-poured candles that celebrate self-expression, beauty, and the sensory stories that make a home uniquely yours. For this campaign, I created visuals that translate texture, light, and fragrance into emotion, capturing the comforting ambiance of a home filled with scent.

I created a UGC-style video for this project.



HONEY BUNNY

FASHION - VINTAGE CLOTHING

Honey Bunny is a fashion brand that celebrates vintage-inspired style with a modern, playful twist. Known for its curated pieces that blend '90s nostalgia with contemporary trends, the brand creates bold, colorful, and expressive clothing.

I've created a variety of content for Honey Bunny, including short-form films for social media and editorial photography. The short films are playful and trend-driven, designed to be shareable and viral.

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CLICK ON THE PICTURE TO VIEW THE VIDEO



CLICK ON THE PICTURE TO VIEW THE VIDEO



CLICK ON THE PICTURES TO VIEW THE VIDEO



BEHIND-THE-SCENE

I have created behind-the-scenes videos for the **Twinz Sisters**, capturing the energy, personality, and style of the two model sisters. The content showcases preparation, candid moments, and the dynamics of their shoots, offering audiences an authentic glimpse into their world. Designed specifically for Instagram, these videos balance storytelling with a visually engaging, social-friendly format, highlighting both their professionalism and playful chemistry.



[CLICK ON THE PICTURE TO VIEW THE VIDEO](#)

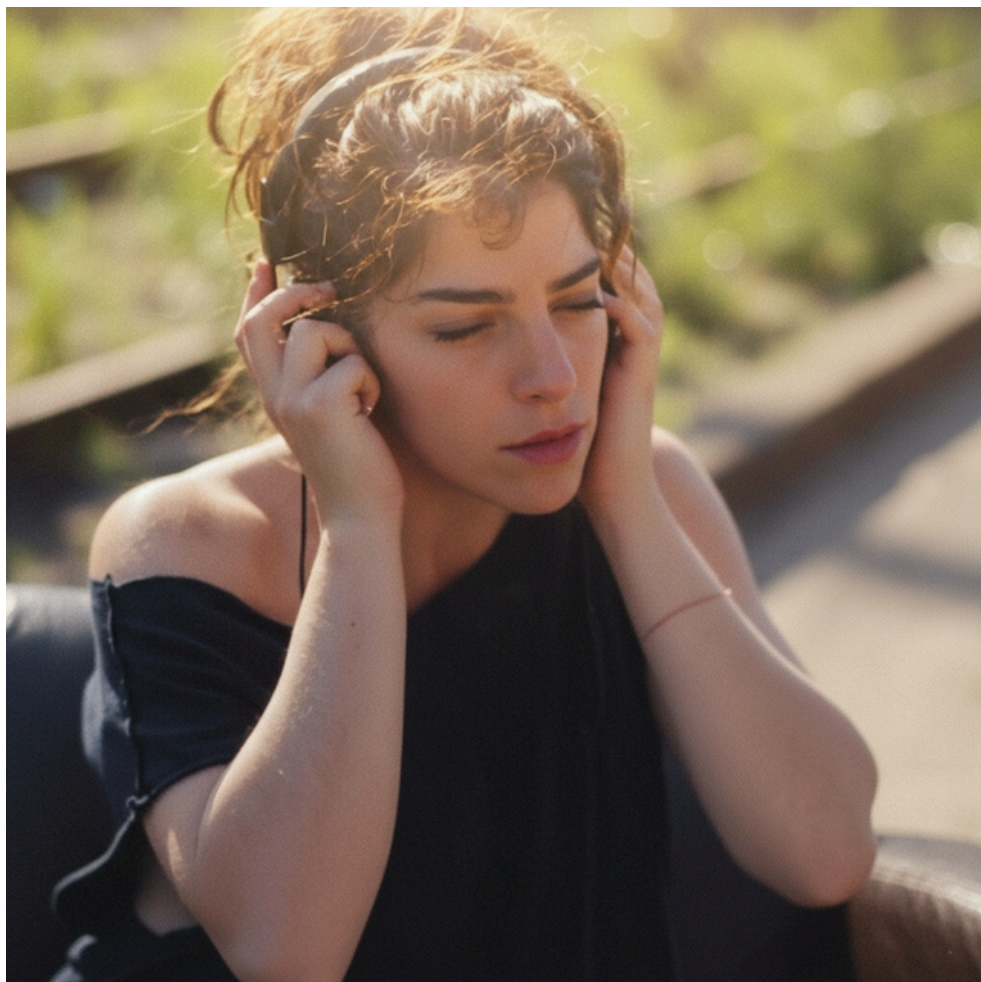
AI VIDEO

I have Directed and edited an AI-generated opening credits sequence for **Clipa Theatre**, inspired by 1980s aesthetics. The video combines neon lights, moody visuals, and a dark, cinematic vibe to set the tone for the film, blending retro style with modern technology.



Concept videos

I've directed, shot, and edited numerous videos, but here I'm sharing 2 conceptual ones : projects that explore out-of-the-box ideas and push creative boundaries.



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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.



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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