

MELODIE GRUMBERG

SOCIAL MEDIA CONTENT CREATOR

melodiegrumberg@gmail.com | 0549742940 | Tel Aviv |

<https://www.linkedin.com/in/melodiegrumberg/>

French (Native) | English (Fluent) | Hebrew (Conversational)

SUMMARY

Creative Producer & Content Creator with 10+ years of experience producing high-performing video and visual content. Skilled at creating platform-native short-form content for TikTok, Instagram, and YouTube, using iterative, data-informed approaches to optimize engagement. Experienced in fast-paced, results-driven environments, delivering content that balances aesthetic quality with marketing performance. Seeking a hybrid or in-house role where creativity and efficiency align with measurable impact.

SKILLS

- ❖ Short-form content creation (TikTok, IG Reels, YouTube Shorts)
- ❖ Video production & editing (end-to-end)
- ❖ Social media content strategy & calendar execution
- ❖ Culturally Fluent: trends, memes, internet behavior,
- ❖ Visual storytelling & brand alignment
- ❖ Scriptwriting for hooks & engagement-driven content
- ❖ Data-informed iteration: engagement metrics & audience insights
- ❖ Cross-team collaboration & creative briefs
- ❖ Working under tight deadlines & multiple projects

Tools

- ❖ Adobe Suite, Final Cut Pro, CapCut
- ❖ Canva, Midjourney, Runway, Elevenlabs
- ❖ Google Workspace, Social media planning tools (Planable, Buffer, Later)

LAST EXPERIENCES

Creative producer & Content creator | Freelance | 2015–Present

- ❖ Produce video and visual content for brands including Dior, Bac Films, VNTG, and others, optimizing for social engagement and platform performance

- ❖ Produce trend-aware videos and short-form narratives, platform-specific content for organic social media and paid digital ads (TikTok, meta Instagram, etc.)
- ❖ Develop short-form campaigns, delivering multiple assets per week with iterative adjustments based on engagement data
- ❖ Create content calendars and strategic briefs to ensure consistent publishing and alignment with brand goals
- ❖ Lead end-to-end production of video and photo content, from concept & scripting to shooting & final delivery.
- ❖ Adapt content to digital platforms while maintaining strong narrative and visual consistency.
- ❖ Translate creative ideas into clear, workable production plans in collaboration with internal teams and external partners.
- ❖ Manage multiple projects in parallel, meeting tight deadlines, maintaining high production standards.

Community Manager & Curator | Kino TLV, Soma Studio | 2015-Present

- ❖ Organized events and managed creative communities, increasing engagement and participation
- ❖ Supported creators in completing projects, providing guidance on storytelling and visual impact

Assistant Producer | Carlito Films, JLA Production| France | 2010-2015

- ❖ Evaluated scripts and treatments; supported project planning and festival submissions
- ❖ Assisted in coordinating creative workflows for film productions

RECOGNITION & EXHIBITIONS

- ❖ Official Selection – TLV Film Festival 2024 (*The Inner Color*)
- ❖ Recognized as an "*Artist of Excellence*" by the Ministry of Aliyah and Integration professional committee (2018)
- ❖ 6 Awards & 32 Festival Selections – as director of short films

EDUCATION

- ❖ **Mastering Ideas and Script Writing for Short-Form Content** - LinkedIn (2025)
- ❖ **Social Media Marketing Certification** - Webschool, (2020)
- ❖ **Startup Accelerator** - The Hive by Gvahim (2019)
- ❖ **MA History of Art & Cinema** - Sorbonne, Paris (2008–2010)