VINICIUS ARAUJO

Senior Producer | Creative Storytelling | Cinematography

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SUMMARY

Senior Producer with more than 10 years in multimedia production and creative operations. I run projects from intake through production, review, and delivery, and keep the schedule, budget, and stakeholders on track. I've improved how our productions run, led cross-department teams, mentored producers and students, and tested new AI and virtual production tools.

EXPERIENCE

Senior Producer
Jan 2026 – Present

Florida Atlantic University · Media and Innovation

- Lead multimedia projects for online education, continuing education, and university marketing, from intake and scoping through production, review, and delivery.
- Set creative direction and standards for storytelling, brand consistency, technical quality, and accessibility.
- Work with faculty, instructional designers, and university leaders to agree on goals and clear problems before they hold up a production.
- Mentor multimedia producers, specialists, assistants, and student employees.
- Test new tools, including generative AI, virtual production, and LED-volume workflows, and bring the useful ones into production.

Multimedia Producer
Feb 2022 – Dec 2025

Florida Atlantic University · Media and Innovation

- Managed productions from concept to delivery, including the creative, schedules, budgets, logistics, and post.
- Produced educational media, promotional videos, live productions, and digital content.
- Oversaw editing, sound design, color correction, and motion graphics in Adobe Creative Cloud.

Media Specialist
May 2017 – Feb 2022

Miami-Dade Public Library System · YOUmedia

- Directed and produced video projects, motion graphics, and digital campaigns for public programs.
- Designed and taught in-person and virtual workshops on video production, photography, and media creation.
- Managed social media content production.

Media Project Instructor
Apr 2016 – May 2017

Miami-Dade Public Library System · YOUmedia

- Supported hands-on instruction in video production, photography, audio, and digital storytelling.
- Operated cameras, lighting, audio, and recording equipment for workshops and public events.

Video Production Assistant (Seasonal)
Aug 2014 – Dec 2015

Miami Dolphins & Hard Rock Stadium

- Ran the switcher for The Finsiders on FOX Sports Florida.
- Shot, edited, and encoded game and postgame footage and posted it to the Miami Dolphins website.
- Built the game-day studio, including cameras, lighting, staging, and audio.

CORE COMPETENCIES

Creative Direction · Documentary Storytelling · Interview Production · Multicamera & Live Production · Creative Operations & Workflow Design · Budget, Schedule & Resource Management · Team Mentorship · Stakeholder Alignment · Quality Control & Accessibility

TECHNICAL SKILLS

Production: Sony cinema cameras, DSLR, Studio & field lighting, Multicamera, Live switching

Post: Premiere Pro, After Effects, Audition, Photoshop, Final Cut Pro, Color correction, Sound design

Virtual Production: LED volume workflows, Cinema camera integration

Generative AI: Runway, Sora, Kling, Midjourney, Magnific, ElevenLabs, ChatGPT

Workflow: Wrike, Digital asset management, Review & versioning, Articulate Storyline & Rise, CenarioVR

EDUCATION, CERTIFICATIONS & LANGUAGES

Miami Dade College Bachelor of Applied Science, Film, Television, and Digital Production, 2016

Wrike: Product Mastery Silver, 2022 · Train Simple: After Effects CC Fundamentals, 2016

Languages: English (fluent), Portuguese (fluent), Spanish (conversational)