

# Mikka

## Instructional Designer and Content Producer



+55 11 97040-6666

mikka.almeida.official@gmail.com  
521, Marechal Fiuza de Castro Ave. – Sao Paulo

[linkedin.com/in/mikkalmeida](https://www.linkedin.com/in/mikkalmeida)

After dedicating the last months to the realization of a dream in the music area, I'm gathering again 3 passions: music, education and content. Solid experience as Instructional Designer in audiovisual contents productions in e-learning, experiencing from the DVDs transition until evolution of online streaming education. The experience in this area brought me the opportunity to work on different positions, either on practical work or by managing teams. Working on a pioneering Startup in Brazil in the e-learning system has brought me an empirical learning, as well as maturity to deal with unforeseen events in a creative way.

### OBJECTIVE

Instructional Designer, content producer.  
Preferences: E-learning, music and entertainment areas

### EDUCATIONAL BACKGROUND

- Feb 2005 - University of Santo Amaro (UNISA)
- Social Communication having specialized in Radio and TV (B.A)
- Jan 2006 - Music School of the State of São Paulo (EMESP) - Music/popular chant

### LANGUAGES

- Portuguese (native)
- English (intermediate)

### AWARDS

2017 - [Publication about my musical project](#)  
(Tenho mais discos que amigos website)

2016 - [eduK is the second most innovative company in Latin America by Fast Company Magazine](#)

2016 - [Creation and management of the "Be creative", a online serie to teach creativity online, live and free](#)

2010 - [My documentary "Z'Africa Brazil, because who has color, has initiative!" was one of 12 titles selected at the International Festival of Musical Documentary In-edit \(2010 edition\)](#)

### SKILLS

- E-learning
- Design Thinking
- Andragogy
- Gamification
- Learning Trails
- Storytelling
- Deadline management
- People management
- Adobe Premiere (videos)
- Sony Vegas (audio)

### FREELAS

2017 - Twitter Music LAB - Content Production  
2011 - Film Academy - Merchan Production  
[3ª Temporada de Moda Capricho](#) (Boomerang Channel)

2010 - atual

### INSTRUCTIONAL DESIGNER/ CONTENT PRODUCTION

MIKKA, SÃO PAULO/SP

Research, production, evaluation and structuring of educational projects. Storyboard, video tutoring. Search and prospecting of content. Project and team management. Directing content in video-lesson recordings. Exercise development, evaluations and email marketing. Coordination of audiovisual productions.

JAN 2016 - APR 2017

### INSTRUCTIONAL DESIGNER (SPECIALIST)

EDUK, SÃO PAULO

Management of innovative projects in the content area, according trends and actions from the quality indicators of the courses. Evaluation and validation of teachers, proposing suggestions of themes and programming grids

OCT 2014 - JAN 2016

### CONTENT CORDINATOR

EDUK, SÃO PAULO

Content management in educational projects with daily and live audiovisual transmissions of online courses in categories such as handicrafts, fashion, beauty, music and others. Deadlines managements, and results, as well as solving conflicts. Intelligence in pedagogical solutions, using Instructional Design in trails of learning, andragogy and gamification. Board of evaluation and definition of future teachers

APR 2013 - OCT 2014

### INSTRUCTIONAL DESIGNER (SENIOR)

EDUK, SÃO PAULO

Prospection and recruitment of experts in the craft, fashion and beauty areas. Courses planning with the experts, scripts for the execution in live online videos. Creation and adaptation of booklet, presentations in PPT, exercises and evaluations. Project success management.

MAR 2008 - MAR 2013

### PRODUCTION CORDINATOR

RXSG MEDIA LTDA, SÃO PAULO (video-lessons and animation production company)

Interaction with more than 80 artists in the music area, mediating company to related projects to it. Managing screenwriters, video staff, scenography, photography, designers, translations, subtitling, sound design, editing, videography and others. Finalization of the animations produced, ensuring delivery quality of dubbing, sound design and versions of contents produced in Brazil to other countries or coming from other countries to launch in Brazil. Assistance to foreign clients for the logistics of delivery of audiovisual productions on platforms such as FTP, VOD, Digital Betas, among others. Production of trailers and synopses