

OTO ROESNER

VIDEO EDITOR & DESIGNER

otoroesner.com hello@otoroesner.com +55 41 99284-2263 Curitiba, Brazil · Open to remote

Video editor and designer who starts with strategy. Started in design and video, telling stories, then studied the marketing behind them: what holds attention and what moves people to act. AI is part of the workflow, from generated images and scenes to automations and agents.

EXPERIENCE

GROWTH & CREATIVE SPECIALIST

2025-2026

Botânica · Nightlife venue and events company, Lisbon (remote)

- Worked on the venue itself and on its brands, each with its own audience and Instagram: three weekly parties, All In Latino, Erasmus Shots and Afro Blackjack, worked on from launch, shaping their identity, plus Unreal Experience, for travel.
- Ran social media for Botânica and each of its brands on my own: short-form video, ads, posts, design and the content calendar.
- Planned and ran the paid funnels, from awareness to conversion, to sell tickets and trips, tracking CTR, CPA and ROAS and reporting the results.
- Recruited and coordinated influencers and promoters for the events, and managed the WhatsApp communities around them.
- Used AI as a production tool: generated images, animated scenes and voiceovers, then directed and edited them into the campaigns.

FREELANCE

2022-Present

Video, design and brand identity

- Brand identity, video editing, photography, social media and creative direction for small and mid-sized brands and independent artists.

EDUCATION

MARKETING STRATEGIES FOR DIGITAL BUSINESS

2025-2026

Postgraduate · Mackenzie Presbyterian University

DESIGN AND VISUAL COMMUNICATIONS

2021-2025

Bachelor's degree · Pontifical Catholic University of Paraná (PUCPR)

TOOLS

VIDEO	Premiere Pro, After Effects
DESIGN	Photoshop, Illustrator, Figma, Paper
ADS	Meta Ads Manager
AI	Higgsfield (Kling, Seedance), Nano Banana, GPT Image, ElevenLabs, Grok, Claude and Claude Code (automations, agents and MCP integrations)

LANGUAGES

Portuguese (native) · English (fluent)