

# INDUSTRIAL MARKETING & CONTENT CREATOR

Curiosity for products.  
Clarity in content.



**MIGUEL**  
SILVA

## **INDUSTRIAL CONTEXT**

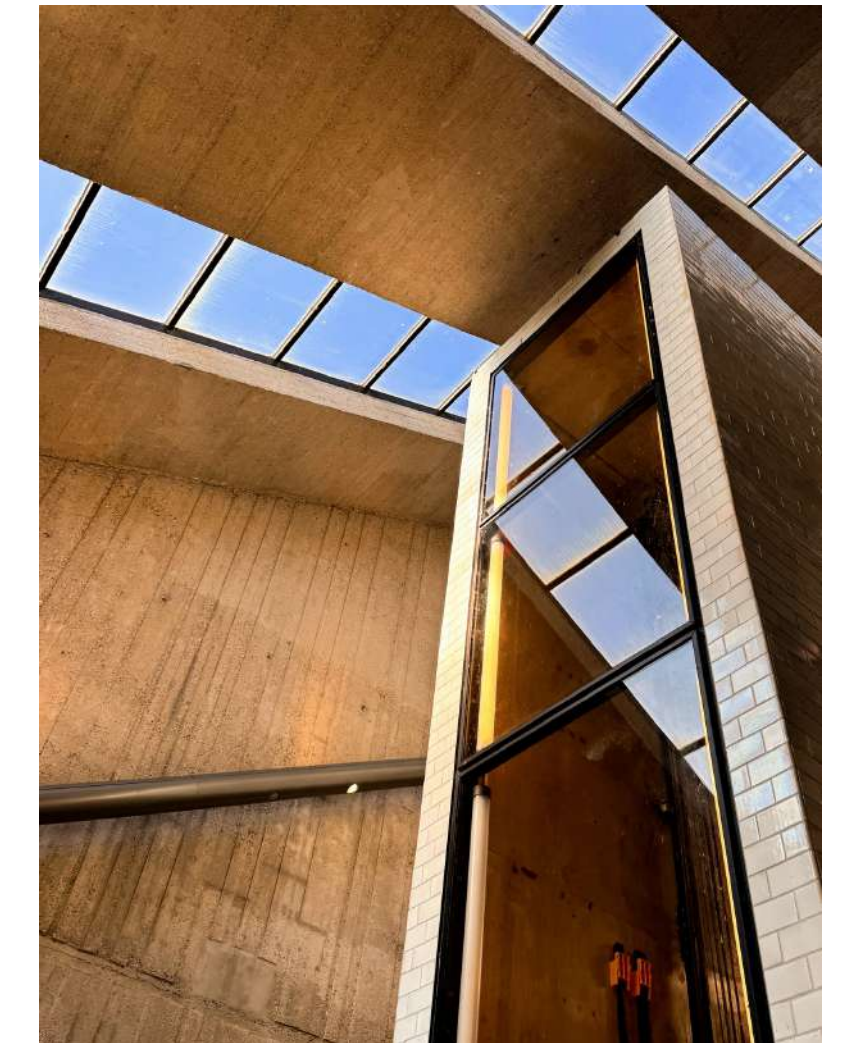
Working closely with machines,  
engineers and customers

## **CURIOSITY ABOUT TECHNOLOGY**

Understanding products  
before communicating them

## **CONTENT & COMMUNICATION**

Video, digital marketing  
and technical storytelling





— The frame defines it.  
Motion brings it to life.

## FROM COMPLEXITY TO CLARITY

Company events bring together products, people and environment in a real context.

They are opportunities to present solutions and interact with partners.

Capturing these moments allows them to be shared beyond the event itself.



Real customer visit for machine approval,  
including testing and training of a combined solution.

## FROM ENGINEERING TO CUSTOMER REALITY

Working directly with customers allows content to be built around real processes and results.

By understanding the production workflow, it is possible to highlight the real impact of the solution.

The impact is: content that is both technical and meaningful.



Real production flow showing how the solution integrates into the customer's process.



Complete case study including process details, application context and measurable results, developed from on-site work and direct interaction with the customer.

## FROM FEATURES TO VOICE-LED SUPPORT



Short technical video presenting remote access and program saving features across a machine series.



In-depth operational guide covering setup, use and maintenance of one of the company's best-selling machines.

## FROM COMPANY TO BRAND

Institutional content brings together different parts of the company into a single narrative.

It combines facilities, people, processes and capabilities to present a clear and consistent image of the business.

The goal is to communicate not just products, but the company behind them.



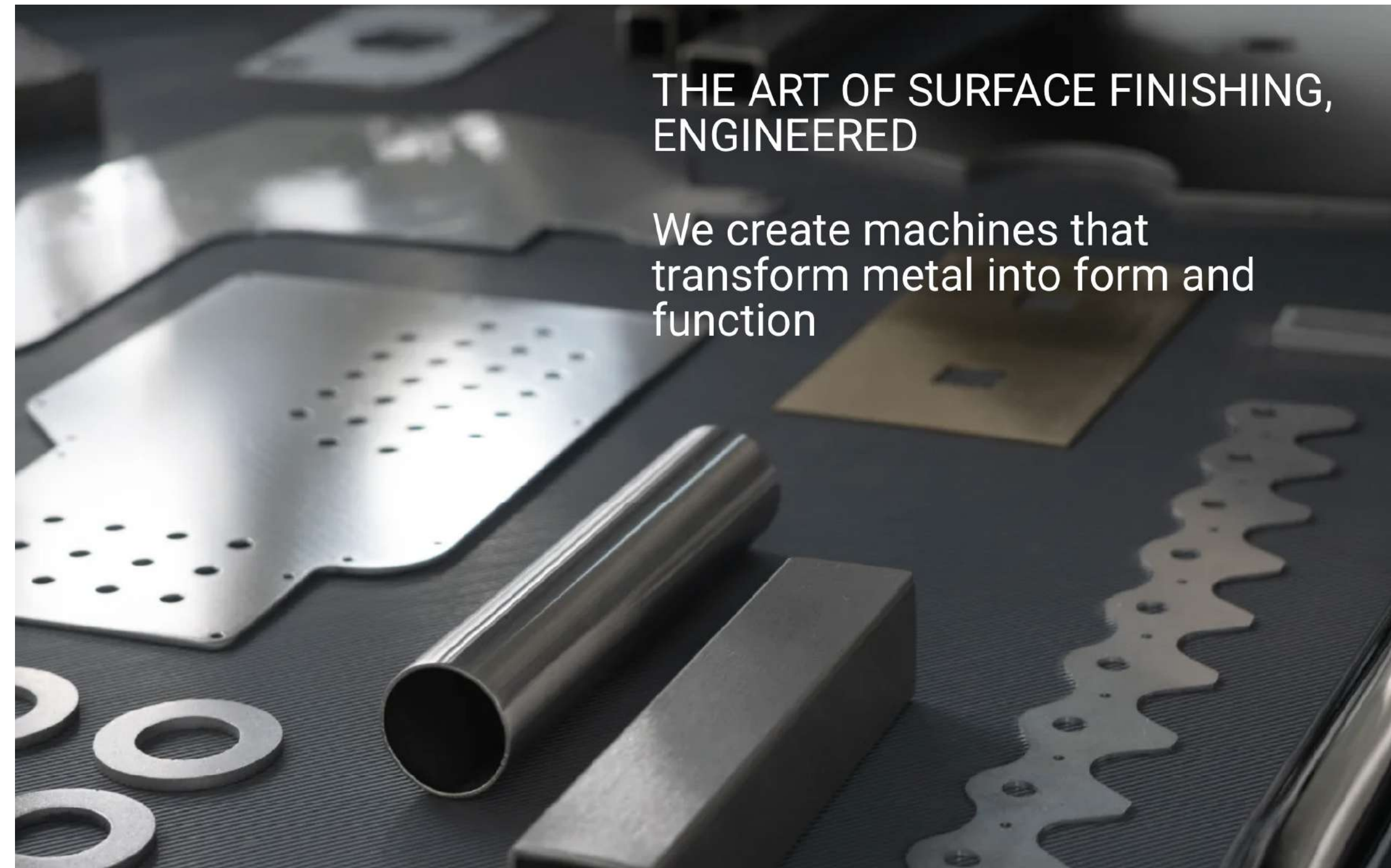
A conceptual video that brings together space, people and identity to present how NS Máquinas is experienced, beyond its products.

## FROM CONTENT TO BRAND MESSAGE

Content becomes more valuable when it is structured and aligned with a clear message.

By organizing and refining information, it becomes possible to communicate in a more consistent and intentional way.

This helps turn different elements of the business into a stronger brand narrative.



THE ART OF SURFACE FINISHING,  
ENGINEERED

We create machines that  
transform metal into form and  
function



About Us page defining the company's message through its history, positioning and direction, creating a clearer and more intentional brand presence.

## FROM BUSINESS TO PLAYFUL

Not all communication needs to follow the same tone.

Some projects open space for a more creative and playful approach, combining storytelling with brand identity.

The result is content that feels more human and memorable.



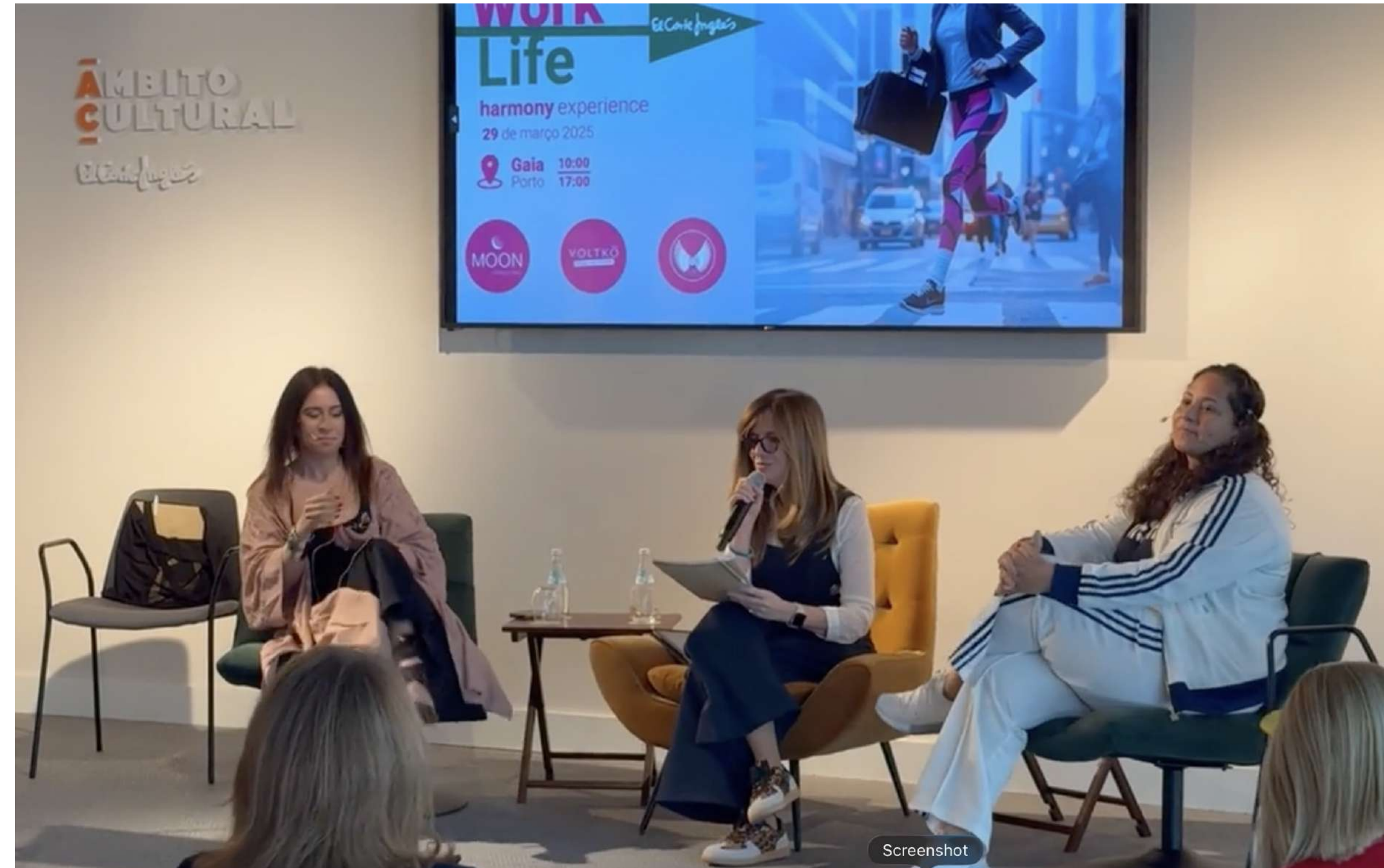
Holiday campaign combining video storytelling and a physical journal sent to distributors worldwide, strengthening engagement across a global partner network.

## FROM INDUSTRIAL TO HUMAN

This type of content is less about structure and more about reading the moment.

It requires attention to people, interactions and what is happening in real time.

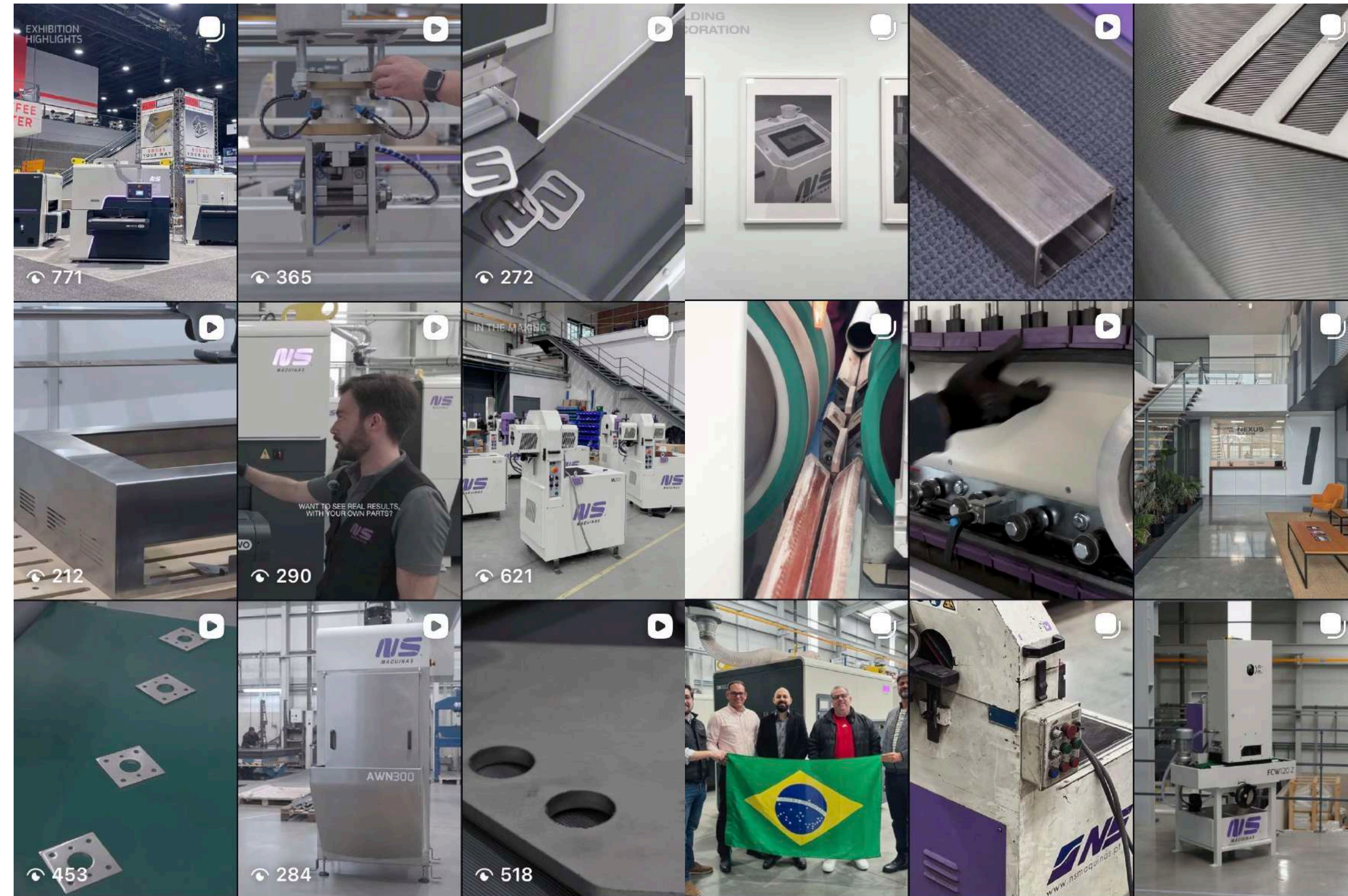
The goal is to capture that naturally and turn it into something that still holds meaning afterwards.



Event video created for MOON CONSULTING during their participation in the Work-life Harmony Experience, focused on leadership, work-life balance and gender equality, capturing interaction, connection and the overall atmosphere.

# FROM STATIC POSTS TO SHORT FORM VIDEO

Social media content across multiple formats, focused on brand consistency, clear messaging and visual impact.



Visual comparison between manual work and machine processing.



Machine demonstration adapted to a vertical short-form format.

# FROM UNDERSTANDING TO COMMUNICATING.

Technical content with clarity and intent.

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