

PAULO CUNHA MARTINS

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PROFILE

Video editor and colourist based in Berlin with 15+ years of experience across documentary, educational, brand, and performance content. Hands-on from raw footage to final export: I think like a producer, structure and shape the story myself, and adapt the edit to any platform, from vertical short-form to long-form lessons and trailers. Works at high output in Adobe Premiere Pro and DaVinci Resolve, and treats AI tools (subtitling, voice cleanup, video enhancement) as part of the everyday workflow. Experienced directing production teams and freelancers to keep content consistent and on brief.

EXPERIENCE

Self-employed, Portugal & Germany - *Freelance Editor / Videographer / Colourist*
<https://www.paulocunhamartins.com>

2008 - PRESENT

- Full-cycle editing in Adobe Premiere Pro and DaVinci Resolve: short-form vertical content, brand films, music videos, documentaries and educational video, from capture through final delivery.
- Multi-format event coverage delivered on location, in a fast turnaround, for Jameson, Beefeater and Havana Club - cut and published from the same shoot across platforms and formats.
- Solo producer when needed: storyboarding, shooting, editing, colour, motion graphics, audio, publishing; coordinates a workgroup across pre-production, design, location and wardrobe.
- Documentary post-production, including the full finishing of Pato Pathos (conform, per-shot colour correction, DCP).

University of Porto (TVU), Porto, Portugal - *Senior Media Producer & Technical Director*
<https://tv.up.pt>

2006 - 2016

- Eleven years in the university's media production unit; created hundreds of productions, from news pieces and educational courses to documentaries.
- Scripted, shot and edited a complete English-learning MOOC and produced institutional films for research units and events.
- Directed multi-person crews on MOOC and live productions, coordinated several teams at once, and managed a newsroom-training partnership with Cofina Media across four editions.

Alchemy Color, Berlin, Germany - *Founder & Creative Technologist*

<https://www.alchemycolor.com>

2024 - PRESENT

- Runs a colour science and digital imaging venture; develops calibration profiles and AI-assisted post-production workflows to keep imagery consistent.
- Post-production research featured in a Corridor Crew "VFX Artists React" video.

Self-employed, Portugal & Germany - *Freelance Photographer*

2008 - PRESENT

- Studio and location photography for commercial and institutional clients, including Cutipol, BODUM and art institutions.

SELECTED WORK

Educational & Course Video

- [University of Porto - TVU. \(legacy archived website\)](#) - Hundreds of productions over eleven years: news pieces, educational courses, institutional films and documentaries.
- [English Learning MOOC - U.Porto Faculty of Humanities](#) - A complete video course on English language learning: planning, shooting and editing a full educational product. 2016.
- [Youth 4 Bauhaus](#) - Full motion graphics tutorial on using Minecraft as an educational tool, created for the Youth 4 Bauhaus (New European Bauhaus) initiative at Braga Media Arts. 2023.
- [Alchemy Color Tutorials](#) - Long-form technical tutorials on the Alchemy Color YouTube channel that explain colour science and DaVinci Resolve workflows step by step, using motion graphics to make measured, data-heavy concepts visibly clear - from calibration profiles to straight-out-of-camera colour. - 2025

Dance & Performance

- [VOLT\[AGE\] - Immersive Ballet](#) - Videography for 3D video mapping of the immersive ballet at Kunstkraftwerk Leipzig. Expert gimbal work, including filming on in-line skates. 2025.

People-First Short-Form & Event Coverage

- [Super Bock Super Nova](#) - People-focused coverage of the music event series at Maus Hábitos, capturing audiences and artists in the live room, cut into punchy vertical short-form highlights with animated intros and motion graphics. [Video playlist](#) - 2018 - 2023.
- [Pernod Ricard](#) - People-focused event coverage for the group's spirits brands - Jameson, Beefeater and Havana Club - capturing audiences, guests and live moments on location, then cut and published in vertical 9:16 short-form with a sprint turnaround - 2018-2023.

EDUCATION

Polytechnic Institute of Porto, Porto, Portugal - *MA Documentary Film and Photography*

2008 - 2011

[Thesis: The University and the City, Identity and Coexistence](#)

Polytechnic Institute of Porto, Porto, Portugal - *BSc Imaging and Communication Technologies*

2001 - 2007

LANGUAGES

Portuguese - Native · English - Fluent

TOOLS & SKILLS

Adobe Premiere Pro · DaVinci Resolve Studio · Adobe After Effects · Apple Motion · Final Cut Pro · Adobe Photoshop / Lightroom · Capture One Pro · OBS / Wirecast · Short-form and multi-format delivery (9:16, 1:1, 16:9) · AI-assisted: auto-subtitling and voice-to-text · Assistant Editor (self-developed AI-assisted editing app for large-scale projects, subtitling and multi-language translation) · Topaz video enhancement · iZotope RX voice cleanup · Adobe AI tools · Subtitling and translation · Colour management: X-Rite charts, colorimeters, hardware-calibrated reference monitors · SDR/HDR grading, log and raw workflows · Multi-camera live production and show direction · Expert gimbal operation (incl. on in-line skates) · Motion graphics · Educational video and course production · Volumetric video interest: experimenting with 3D Gaussian Splatting for free-viewpoint dance capture as personal research