

INTERNATIONAL PRESS KIT • 2026

Jack Cotlevski

Award-winning filmmaker, director,
cinematographer and author

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Every great story begins
long before the camera
starts rolling.

PROFESSIONAL PROFILE

A director built around narrative, emotion and purpose.

Jack Cotelevski is an award-winning Brazilian filmmaker, director, cinematographer, author and founder of Chroma Films, a production company established in Curitiba in January 2014.

Across more than a decade of continuous professional practice, he has led music videos, commercial campaigns and institutional films for artists, brands and organizations. His work combines cinematic direction, visual storytelling, team leadership and emerging production technologies without losing sight of the human emotion at the center of each project.

His 2020 music video *The Little Ones (Pequeninos)*, created for singer Mauro Henrique, was recognized five years later with Best Music Video wins at two New York festivals. His advertising film *CCV Chevrolet - Built on Trust* later advanced as a Quarter-Finalist at the MAGICA Advertising Festival.



2014

Chroma Films founded in Curitiba

750+

audiovisual works delivered

15.4M+

documented views on selected releases

2×

Best Music Video wins in New York

THE JOURNEY

From imagined worlds to a life behind the camera.

Long before he owned professional equipment, Jack was already constructing stories through music, characters and imagined worlds.

A childhood encounter with Michael Jackson's *Thriller* revealed that a music video could be more than performance. It could contain plot, tension, character and emotional transformation. That discovery became a lasting creative compass.

Years later, a borrowed camera became a practical beginning. In 2014 he founded Chroma Films and turned a self-built path into a production career. The company would go on to deliver more than 750 films across 10 Brazilian states and over 20 cities.

His memoir, *Call Me by My Name*, records this journey not as a list of achievements, but as a story about identity, faith, persistence and the responsibility of making people feel something real.

His book is a consequence of the career, not the center of it: a record of the experiences that shaped his work.



Narrative first. Technology second. Emotion always.



The Superfan approach

Jack describes his directing mindset as becoming the project's first and most demanding fan. Before cameras roll, he studies what the artist, brand or institution wants the audience to feel, then builds the visual language around that emotional objective.

Story architecture

Concept, visual rhythm and shot design are developed before production so that each image has a narrative function.

Performance and authenticity

Direction is designed to protect natural performance, especially when working with artists, executives or non-professional cast.

Cinematic control

Lighting, movement, lensing, production design and color are treated as emotional choices, not only technical ones.

Purpose and faith

His Christian faith informs a professional ethic centered on service, integrity, excellence and respect for every person represented on screen.

Mission: to create cinematic stories that move people, strengthen the identity of artists and brands, and unite creativity, excellence, faith and purpose.

Audience reach built through official artist channels.

A curated selection of directed releases totals more than 15.4 million documented views. Counts below were recorded from official artist channels and continue to grow.

WORK	ARTIST	YEAR	DOCUMENTED VIEWS
Eu Te Entrego o Meu Dia	Israel Salazar	2024	12.1M+
The Little Ones (Pequeninos)	Mauro Henrique	2020	1.98M+
Santo Deus	Heloísa Rosa	2021	618K+
FØRMA, live at Hard Rock Cafe Curitiba	MAURØ	2023	460K+
Celebrar Vitória	Heloísa Rosa	2022	274K+
Perfeito Amor	Heloísa Rosa	2025	254K+
Emaús	Heloísa Rosa	2025	182K+
Recebo a Vida, Quase Acústico	Israel Salazar	2026	35K+
The Devil in Your Eyes	Anna Maz	2026	18K+

Music artists

Mauro Henrique, Israel Salazar, Heloísa Rosa, Vitor Kley, Rosa de Saron, DJ PV, MAURØ and Anna Maz.

Complete projects

Multi-camera live productions, studio specials, narrative music videos and complete audiovisual albums.

Scale

The award-winning *Pequeninos* was filmed in four locations across two Brazilian states.

A 2020 film recognized in New York five years later.



New York International Film Awards

Best Music Video

The Little Ones

November 2025 monthly edition

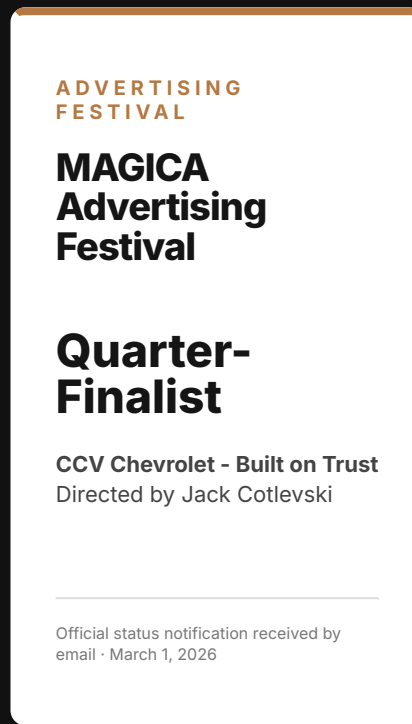


East Village New York Film Festival

Best Music Video

The Little Ones

December 7, 2025



MAGICA Advertising Festival

Quarter-Finalist

CCV Chevrolet - Built on Trust

March 1, 2026

The timing is part of the story: *The Little Ones* was directed and released in 2020, then earned two Best Music Video awards in 2025. The recognition reflects the durability of the work beyond its original release cycle.

The MAGICA result expanded the recognition from music storytelling into commercial direction through a campaign created for CCV, a Curitiba-based Chevrolet dealership group.

Cinematic direction applied to brands, industry and public communication.



Selected organizations and brands

Instituto Robert Bosch, CCV Chevrolet, Schwarz, CNH Industrial, ST-One, BeautyColor, Prefeitura de Curitiba, Comodoro Burguer and other industrial, consumer and institutional clients.

Instituto Robert Bosch

Institutional film production under written contract, including scene direction and supervision of recorded content.

CCV Chevrolet

Direction of *Built on Trust* for the Curitiba-based dealership group, later selected as a MAGICA Quarter-Finalist.

Corporate storytelling

Work ranges from brand films and executive interviews to product communication, industrial environments and multilingual content.

Chroma Films

As founder and director, Jack leads creative strategy, production decisions, multidisciplinary teams and final delivery.



CREATIVE DIRECTION

CINEMATOGRAPHY

COMMERCIALS

INSTITUTIONAL FILMS

POST-PRODUCTION



From November 11 to 22, 2025, Jack provided audiovisual services for the delegation of the United Arab Emirates during COP30.

An official confirmation from the UAE Embassy in Brasília states that he was responsible for capturing and producing visual content and highlights the professionalism, reliability and quality of his contribution.

Accreditation

Accredited through the UNFCCC as Technical Personnel for the event.

Scope

On-site visual documentation and content production in a high-profile, multinational environment.

Professional value

Demonstrated operational trust, discretion and consistency under the demands of an international summit.

Recognition beyond the finished film.

PROFESSIONAL ASSOCIATION

Directors UK

Admitted as an Associate member in May 2026 after submitting professional credits and supporting evidence for review.

EVALUATION

Associação Criarum

Invited in May 2026 to evaluate final audiovisual projects using technical, creative and cinematic criteria.

ORIGINAL CONTRIBUTION

AI production method

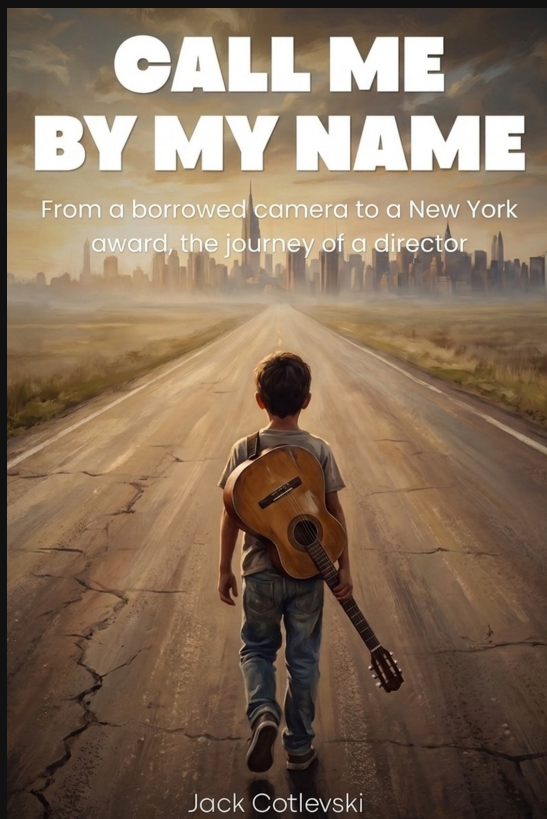
Published a practical account of integrating generative AI into a director-led production process while preserving authorship, control and emotional intent.



Continuous professional development

- MakeMovie Brazilian Audiovisual Congress, 90 hours, 2017
- Short Film Production, Hollywood Film Academy, 2016
- Adobe Authorized Training: Recording Bands with DSLR, 2015
- Photography, Art and Technique, Senac Paraná, 2014
- After Effects and 3DS Max, Autodesk Authorized Training Center, 2013

The technical foundation supports a broader practice shaped by leadership, narrative development and more than a decade of hands-on production.



AUTHOR PROFILE

Call Me by My Name

From a borrowed camera to a New York award, the journey of a director.

The English-language memoir follows Jack's path from childhood imagination and music to the founding of Chroma Films, years of production work and international recognition. It explores how identity, relationships, faith, creative discipline and persistence shape a director long before a festival result arrives.

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published

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Core idea: the most decisive work in a creative life often happens before recognition becomes visible.

A career story with multiple editorial angles.

pleno.news



EDITORIAL FEATURE · MAY 15, 2026

Brazilian director wins awards and draws attention at New York festivals.

Pleno.News profiled Jack's international recognition and his work directing music videos for Brazilian artists.

Pleno.News · May 15, 2026

"Brazilian director wins awards and draws attention at New York festivals."

Região Noroeste · May 16, 2026

Profile on a Brazilian filmmaker gaining recognition in New York and the international market.

Revista Leia Mais · May 16, 2026

Coverage of the two New York music-video awards for the Mauro Henrique production.

Gazeta Paraminense · June 3, 2026

Coverage of Anna Maz's release, crediting Jack as director of *The Devil in Your Eyes*.

Interview topics

MUSIC-VIDEO STORYTELLING

DIRECTING ARTISTS

CREATIVE ENTREPRENEURSHIP

AI IN FILMMAKING

FAITH & CREATIVITY

INTERNATIONAL PRODUCTION

BUILDING CHROMA FILMS

THE BOOK JOURNEY

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cinematographer · author

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Available for interviews, podcast conversations, profiles, festival participation, speaking engagements and professional collaborations.



Portfolio
Vimeo showcase



IMDb
Professional profile



Instagram
@jackcotelevski



LinkedIn
jackcotelevski

All career figures and project information in this press kit are based on documented records assembled through July 2026. View counts are rounded down and may increase over time.