

# Marcela Valencia

Cell (714) 760-7075 | [marcelavalencia2001@yahoo.com](mailto:marcelavalencia2001@yahoo.com) | [LinkedIn](#) | Santa Ana, CA

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## Education

### **California State University, Fullerton - August 2022 - May 2024**

Bachelor of Arts, Cinema and Television Arts

### **Santa Ana College - August 2019 - June 2022**

Associates of Film, TV, and Electronic Media

## Experience

### **VeriSwype - Fullerton, CA - Video & Photo Design Intern**

February 2024-April 2024

- Oversaw the full lifecycle of digital video production, from pre-production and filming to post-production editing, driving a 50% increase in awareness of business operations
- Managed five concurrent post-production projects, overseeing footage organization, scene cutting, transcription, and music integration, significantly reducing time by 30%
- Researched and developed original story concepts and contributed to the visual style and narrative direction of corporate videos, driving heightened audience engagement
- Performed clerical and administrative duties such as schedule coordination, file management, and meeting prep to support daily operations and team efficiency

### **SAC Student News - Santa Ana, CA - Newscast Director**

February 2022 - June 2022

- Directed the production of four live newscasts, including practical expertise in various on-set crew positions, rapidly resolving technical issues to decrease delays by 40%
- Led a 12-member broadcast crew in a fast-paced TV broadcasting environment, fostering flexibility and adaptability, and improving production efficiency by 35%
- Coordinated press and media logistics for seamless execution and professional delivery during newscasts, leveraging production control systems
- Collaborated with producers to implement effective production strategies to enhance broadcast quality, resulting in a 40% increase in viewership and exceeding station standards

### **Newport Beach Film Festival - Newport Beach, CA - Film Programmer Assistant Intern**

September 2021 - November 2021

- Utilized Outlook, with 15 filmmakers nationwide to prepare films for festival screenings, consistently meeting deadlines and improving team efficiency by 22%
- Executed logistical and operational tasks, overseeing administrative duties, errand running, and resource preparation, driving a 10% increase in overall productivity
- Arranged promotional material distribution, increasing event participation, and enhancing local visibility by 30%
- Revamped production document workflow by leveraging Excel, strengthening filmmaker communication, and amplifying workflow efficiency by 50%

## Skills

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|--------------------------|-----------------------|--------------------------|
| ● Adobe Premiere Pro     | ● AVID Media Composer | ● Adobe After Effects    |
| ● Movie Magic Scheduling | ● Final Draft         | ● Microsoft Office Suite |