

MARICARMEN TAY LEE SANCHEZ

MEDIA PRODUCER

CONTACT

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SKILLS

2D Animation	Photography
3D Modeling	Graphic Design
Web Design	Media Production
Edition	Motion Graphics

LANGUAGES

ENGLISH	● ● ● ● ●
SPANISH	● ● ● ● ●

SOFTWARE

PHOTOSHOP	● ● ● ● ●
ILLUSTRATOR	● ● ● ● ●
AFTER EFFECTS	● ● ● ● ●
PREMIERE PRO	● ● ● ● ●
AUDITION	● ● ● ● ●
FINAL CUT PRO	● ● ● ● ●
MAYA	● ● ● ● ●
MS OFFICE	● ● ● ● ●

CONFERENCES

TRIBECA FILM FESTIVAL 2018

- Show Runners And Writing For TV
- Interactive Technology In Storytelling
- Sound And Music Design For Film



ABOUT ME

I am an Audiovisual and Multimedia producer and creator. My passions include digital media, film, and photography. I have performed as a production assistant, video producer and editor, cinematographer, motion graphic designer, and post-producer. For my MFA I created a digital documentary, the film is a combination of Live Action and 2D Animation.



EDUCATION

- > **MEDIA PRODUCTION, MFA** SEPT 2018 - APRIL 2021
University of Regina. Thesis-based project. GPA: 4.0
- > **AUDIOVISUAL COMMUNICATION & MULTIMEDIA, BA** APRIL 2013 - DEC 2017
Universidad Casa Grande. Most Outstanding Investigative Thesis Project. GPA: 3.7



EXPERIENCE

- > **SOCIAL MEDIA MANAGER** SEPT 2020 - PRESENT
Artists and Artisans Development Network & Saffron Hub
 - Lead the digital marketing team and in charge of the websites and blog content.
 - Develop digital campaigns with Ads Manager based on analytics (KPI).
 - Coordinate and produce virtual LIVE events with over 17K views.
 - Create teaser and promo videos for social media (Facebook, Instagram, Youtube).
 - Organize projects effectively with different stakeholders and team members.
- > **VIDEOGRAPHER** JAN 2019 - APRIL 2020
Community Research Unit, University of Regina - Contract
 - Recorded and edited content for workshops and interviews.
 - Coordinated the shootings from pre-production to post-production.
 - Provided creative input and followed corporate identity and design.
 - Added graphics and animations to videos, edited and captured the audio.
- > **ADMINISTRATIVE ASSISTANT** JAN 2019 - JUNE 2020
Office of the VP (Research), University of Regina - Contract
 - Schedule meetings and appointments to optimize productivity.
 - Managed the web design with Content Management System (CMS).
 - Coordinated events from planning to execution (100+ attendees).
 - Communicated with vendors and managed the invitee registration.
 - Prepared reports and assisted the Project Manager.
- > **THEATRE PUBLICITY ASSISTANT** JAN 2020 - APRIL 2020
Faculty of Media, Art, and Performance, University of Regina - Student Position
 - Created and produced promotional videos for digital platforms.
 - Scheduled and executed the media calendar for the digital advertising campaign.
- > **COMMUNICATION ASSISTANT** JUNE 2017 - JUNE 2018
TIA (multinational retail corporation)
 - Created newsletters, mailing and intranet content (digital, written, and graphic).
 - Conceptualized and executed communication campaigns.
 - Created animated training videos for internal consumption by employees.
 - Produced videos, interviews, and motions graphics for the department.
 - Coordinated and produced events, provided corporate photography.
 - Developed scripts for radio and performed as a radio host.
- > **MARKETING ASSISTANT** NOV 2016 - MAY 2017
Benedict Schools (academic institution) - Student Position
 - Performed as production coordinator for training and promotional videos.
 - Managed the social media channels, website, and blog.
 - Created motion graphics, provided photography and videography.