

ANA DIAZ-PENNIMPEDE

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PROFESSIONAL SUMMARY

Innovative Producer with 6 years of experience in all aspects of video production. Visionary creator, editor, storyteller and business operations manager with Demonstrated skills to take an idea from concept to delivery and produce entertaining and inspiring pieces. Collaborative in working closely with strategic and creative teams to develop and produce quality video content. Expertise in preproduction logistics, planning, production, custom graphics composition, special effects and asset management.

SKILLS

- Sound design
- Creative Direction
- Script Writing
- Project Management
- Video Editing
- Lighting techniques
- Storyboard creation
- Corporate Videos
- Color grading
- Da Vinci Resolve
- Adobe Premiere Pro
- Media Encoder
- Topaz Labs
- Adobe Lightroom

WORK HISTORY

08/2023 to Current

Video Producer and Editor

MAPEI USA – Deerfield Beach, FL

- Oversaw all aspects of live event coverage, from camera operation to live-streaming setup, capturing memorable moments for various audiences.
- Enhanced video production quality by utilizing advanced editing techniques and innovative storytelling methods.
- Collaborated with cross-functional teams to produce compelling visual content, driving brand awareness and audience engagement.
- Elevated overall video quality with meticulous attention to detail in all aspects of post-production, including color grading, sound design, and motion graphics Integration.

01/2023 to 10/2023

Director, Camera Operator, Editor (Freelance)
CERTAINET INTERNATIONAL INC – Miami, FL

- Increased brand awareness by developing and implementing effective social media strategies.
- Boosted engagement rates with the creation of compelling and visually appealing content.
- Managed multiple social media platforms, ensuring a consistent brand voice and message.

06/2022 to 01/2023

Video Editor (Freelance) MIAMI SOUND SPACE – Miami, FL

- Enhanced client satisfaction by delivering high-quality video edits within tight deadlines.
- Streamlined editing workflow for increased efficiency and faster project turnaround times.
- Collaborated closely with clients to understand their vision and produce compelling visual narratives.
- Developed strong relationships with production teams, fostering effective communication and collaboration throughout the editing process.

02/2021 to 09/2022

Studio Manager (Freelance)
AMPERSAND STUDIOS – Miami, FL

- Streamlined studio operations by implementing efficient scheduling and project management systems.
- Implemented quality control measures to ensure consistent delivery of high-quality work across all projects.
- Collaborated closely with clients throughout projects, ensuring their visions were accurately translated into finished products that exceeded expectations.
- Maximized available resources through careful allocation of personnel, equipment, or budgetary constraints on each project.

11/2022 to 11/2022

Writer, Director, Director of Photography, Producer and Editor
SAUDADE (Independent Short Film) – Miami, FL

- Presented in Cinema Venezuela, Edition 7 Dec 2023
- Presented in Orlando Film Festival, Nov 2023
- Making sure the Idea of the written material was clear but giving space for the audience to imagine other conclusions.
- Structuring the timeline according to the actions being marked on the written document.
- Directing how the scene was being placed, the composition as it was imagined and drawn on the storyboard, creating balance with the object and color used on the film.
- Close communication with the actresses in capturing and developing the character's perspective.
- Directing the composition, and the structure of the timeline in every scene.
- Directed the casting process.

- Communicate with Co-Producer for locations and planning shoot days.
- Editing in detail and adapting written documents to visuals.
- Edited in Adobe Premiere Pro. Color Corrected, Continuity editing, stabilizing image, creating sequences, overlapping images, synchronized audio track to Sequences.

08/2022 to 09/2022

Music Video Director
ABSTRACT CITIZEN

- Songs: Soul of a Nation and Chasing Yourself
- Making the proposal for the client, focusing on their ideas and style, meeting deadlines established by the client.
- Preparing multiple possibilities for a live music session with the band, and the Locations needed.
- Providing excellent customer service to ensure the client is satisfied with the process.
- Creating a set design and working closely with the art director.
- Shooting set up with two cameras, taking all the angles possible.
- Adapting the live session to the already edited soundtrack to the timeline and actions.
- Edited in Adobe Pro, Color Corrected, Continuity Editing, stabilizing image, creating sequences, overlapping images, synchronized audio track to sequences.

01/2022 to 11/2022

Production Assistant - TV
THE REAL HOUSEWIVES OF MIAMI 2022 – Miami, FL

- Assisted in meeting tight deadlines by efficiently coordinating tasks with other team members.
- Maintained a safe and clean work environment, contributing to overall team productivity.
- Supported on-time project completion by effectively prioritizing tasks and managing workflow.
- Provided reliable administrative support for the production team, enabling efficient task completion.
- Assisted in producing high-quality products by adhering to strict manufacturing standards and protocols.
- Aided in achieving project goals through active participation in team meetings and collaborative brainstorming sessions.

04/2022 to 04/2022

Creative Producer
LUA RODRIGUEZ 100% 2022 – Miami, FL

- Managed production budgets, optimizing resources and minimizing costs while maintaining high-quality output.
- Worked closely with the Director and the artist, bringing the director's ideas to life and fulfilling the artist's needs and requests.

03/2021 to 10/2021

Storyboard Artist
THE CAPTOR 2021 – Miami, FL

- Enhanced visual storytelling by creating dynamic and engaging storyboards for various animation projects.

- Contributed to the development of captivating narratives through effective collaboration with writers and directors.
- Optimized production efficiency by providing clear, concise storyboards for animators and layout artists to follow.
- Elevated project quality with meticulous attention to detail while conveying characters' emotions, actions, and intentions.

EDUCATION

B.F.A. Digital Filmmaking & Video Production Fine Arts
Miami International University of Art & Design - Miami, FL

- Relevant Coursework: Broadcast Graphic, Short Media Production, Adobe Creative Cloud
- Inner Science Society Book club
- Wire Art
- Painters Community

CERTIFICATIONS

- ROBERTO MATA SCHOOL OF PHOTOGRAPHY - MIAMI
- Documentary Photography with Mauricio Lopez. 2021
- Fashion photography with August Alliegro. 2021
- Advanced Photography with Roberto Mata. 2021
- Photoshop Basic with Juano Abreu. 2019
- Acting workshop certifications

LANGUAGES

English
Full Professional

Spanish
Native or Bilingual