

# CARLOS DE YARZA

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## SUMMARY OF QUALIFICATIONS

**Grammy Nominated Producer, and Audiovisual Content Creator** for traditional and emerging media. Exceptional interpersonal and management skills, effective communicator and project leader. Over 20 years experience working in multiple digital audio, video, and photography formats. Ten years experience working in higher education. Expert in music and sound design production (ProTools). Expert in audiovisual content for entertainment, education, and information industries. Professional video, photography, and graphics content creation on various digital platforms (Adobe Creative Cloud). Deep knowledge of high definition and 4K video creation workflows and video editing. Excellent computer skills and ability to build and maintain audiovisual workstations and content servers. Bilingual: speak, read, and write in English and Spanish.

## AREAS OF STRENGTH

• Project Management and Team Leader	• Website and Social Media Management
• Branding through Media Design	• Digital Production in Multiple Formats
• New Technology Adoption and Application	• Analytics-Driven Decision Making

## PROFESSIONAL EXPERIENCE

**ST. THOMAS UNIVERSITY**, Miami Gardens, FL

**Jan. 2019 – Present**

### *Manager, Digital Media Services (OIT)*

- Coordinate, create, manage, and produce professional digital content for all university units.
- Design digital media campaigns as directed.
- Redesign and relaunch STU Communications program in partnership with existing faculty.
- Teach university courses in Communications curriculum.
- Develop and monitor analytics-based ROIs and KPIs as requested.

**SCHECK HILLEL COMMUNITY SCHOOL**, North Miami Beach, FL

**July, 2017 – Jan., 2019**

### *Multimedia Production Associate*

- Conceptualized, recorded, edited, managed, and distributed video projects for all school units.
- Creative photography (staged and live events), and photography platform management.
- Supported Marketing, Advancement, Operations, and Academics with any/all visual communication.
- Created, developed, and produced marketing content for all areas of the community, including social media.

**ST. THOMAS UNIVERSITY**, Miami Gardens, FL

**Oct. 2012 – July, 2017**

***Manager, Digital Media Services (OIT)***

- Designed university website, based on analytics research, and SEO needs.
- Managed creative convergence of digital arts and information technology.
- Supervised creative team that included Webmaster, Graphic Designer, and Online Content Manager.
- Created, developed, and produced marketing media for all areas of the university, including social media.
- Produced in-house projects supporting grants, recruiting, and student retention.

**ST. THOMAS UNIVERSITY**, Miami Gardens, FL

**Jan. 2009 – Sep. 2012**

***Multimedia Services Coordinator (OIT)***

- Supported faculty, staff, and students in the creation and distribution of audiovisual material.
- Launched and created content for STU official youtube channel, over 500k individual views to date.
- Launched, developed, and maintained lecture casting systems, and remote learning systems.
- Designed and built multi-camera lab for psychology research, and trained faculty and staff on use.
- Designed and built multi-camera classroom for “blended courses”, in-class and online simultaneously.
- Designed and maintained the Multimedia Production Studio and MacLab, running Adobe Creative Suite.
- Produced yearly commencement ceremonies, managing all audiovisual requirements.

**WANNADO CITY**, Sunrise, FL

**2008 - 2009**

***Operations Manager / Creative***

- Supervised and scheduled over 100 employees, and managed departmental budget.
- Conceptualized and built fully functional broadcast and production facility.
- Developed brand integration and media content for sponsored venues, such as Broward County Transit, and NBC Television.
- Authored operation manuals, scripts, and employee handbooks.

**BAYSIDE MUSIC, INC.**, Coral Gables, FL

**1992 - 2007**

***Producer / Owner***

- Composed, produced, mixed and mastered award winning client projects for radio and television commercials, multi-media applications, industrials, and jingles.
- Recorded and delivered national and regional commercial campaigns for clients including McDonalds, Lever Brothers, Florida Lottery, The Hair Cuttery, Dunkin’ Donuts, Interim Healthcare, and Royal Caribbean Cruise Lines.
- Accelerated production by casting talent, researching music and sound effects, and streamlined all areas of production for clients.
- Developed and maintained a fluid scheduling process to maximize productivity.

**UNIVERSAL / ESTEFAN PUBLISHING**, Coral Gables, Miami Beach FL

**2000 - 2003**

***Composer / Producer***

- Collaborated with a team that wrote, produced, and mixed songs for a variety of major record label acts, including Gloria Estefan, Chayanne, and Carlos Ponce.
- Submitted compositions for world-wide publication by Universal Music Publishing.

**EDUCATION:** Masters in Communication Arts (Electronic Media Focus) (Suma Cum Laude, 2017)  
Bachelor of Arts Organizational Leadership (Suma Cum Laude, 2014);  
Art Institute of Ft. Lauderdale / Music-Video-Business (1990)

**AWARDS / ACTIVITIES:** St. Thomas University's Staff Member of the Year [2010] • Grammy  
Nomination "Chayanne: Cautivo" [2006] • RIAA Quad Platinum Certification "Macarena: Bayside Boys  
Mix" [1996] • American Advertising Awards (Addys) [1995 – 1996 – 2002] •  
Member of ASCAP, NARAS, LARAS