

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. Eight 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 maintain and repair audiovisual workstations and content servers. Bilingual: speak, read, and write in English and Spanish.

AREAS OF STRENGTH

• Branding through Media Design	• Website and Social Media Management
• Project Management and Team Leader	• Digital Production in Multiple Formats
• Media Licensing and Acquisition	• Analytics-Driven Decision Making

PROFESSIONAL EXPERIENCE

SCHECK HILLEL COMMUNITY SCHOOL, North Miami Beach, FL

July, 2017 – Present

Multimedia Production Associate

- Conceptualize, record, edit, manage, and distribute video projects for all school units.
- Creative photography (staged and live events), and photography platform management.
- Support Marketing, Advancement, Operations, and Academics with any/all visual communication.
- Create, develop, and produce 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