

MARC-ANTHONY SARRIA

DIGITAL CONTENT CREATOR, MULTIMEDIA SPECIALIST

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Summary

I'm an engaging digital content creator with valuable skills in video production, graphic design & photography. I have demonstrated experience as a video production specialist efficient in Adobe Creative Cloud and Final Cut Pro X with 8 years developing creative projects. Seasoned with creative direction, writing and media strategy development. I'm very adaptable, collaborative and thrive in fast paced environments.

Technical Skills

- Skillful and efficient Final Cut Pro X video editor
- Experienced Production Specialist: capturing audio, utilizing lighting, camera & drone operation
- Proficient in Adobe Creative Cloud Applications: Photoshop, Premier Pro, Illustrator, InDesign
- Seasoned with Microsoft Office Applications: Word, Power Point, Excel
- Expert in creating animation with motion graphics in VYOND

Experience

Multimedia Specialist / TD Bank Group / August 2018 – August 2021

- Skillfully created engaging and accessible videos (educational, team building, B2B, animated) and assets for bank wide corporate events, initiatives & executive leadership teams.
- Produced and executed strategic media plans through creative collaboration with Technology team leads & communicating directly with stakeholders.
- Developed best practice media guides to help generate higher engagement on internal & external content for executive leaders across our social platforms. This resulted in a +25% internal and +15% external increase in engagement on social posts over a single quarter.

Video Production Specialist / Lumenville Inc. / April 2014 – September 2017

- Utilized and advanced my skills in directing, shooting, capturing audio, camera operation and video editing on an array of client projects ranging from product commercials to animated B2B corporate videos.
- Creatively crafted bite sized versions of all videos formatted for social media to generate engaging posts and successfully capture specific target markets for the client.

Education

Humber College

Bachelor's Degree / Creative Advertising / September 2016 – June 2018

George Brown College

Certificate / Video Production / September 2012 – June 2014

Awards & Acknowledgments

TD “Above and Beyond” Quarterly Award / July 2021

I was presented with this award for my voluntary involvement during TD's 2021 Employee Appreciation Week live presentation at the Sony Centre. I was tasked with creating an award video and several original branded assets including logos, posters and banners. I also took on the responsibility as live tech assistance during the event.

TD “Great Work” Quarterly Award / October 2020

I was presented with this award for my quality, speed and efficiency on a handful of last-minute deliverables from an executive leader nearing the end of a very busy quarter.