



MALIA CANTIMBUHAN

Digital Content Producer
& Media Specialist

About Me

Creative and detail-oriented Digital Content Producer with a strong background in video production and digital marketing. Adept at managing multiple priorities with a positive attitude. Seeking opportunities that leverage my expertise and contribute to both personal and professional growth.

Contact

📞 +425-327-3893
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Education

Bachelor of Arts in Visual Journalism

Minor in Audio Technology, Minor in Film Studies
Western Washington University (2015-2020)

Experience

Technical Video Specialist

Encore Global (August '22 - Present)

Role Overview:

- As a Technical Video Specialist at Encore Global, I played a crucial role in the seamless execution of corporate events, conferences, and live shows by setting up, operating, and managing audiovisual (AV) equipment. My expertise in video production and technical troubleshooting ensured high-quality event experiences for clients across a wide range of industries.

Key Responsibilities:

- **AV Equipment Setup & Operation:** Set up, operated, and maintained AV equipment, including video switchers, cameras, audio mixers, lighting systems, and projectors, to ensure smooth event execution.
- **Live Event Support:** Provided technical support during live events, monitoring equipment performance and making real-time adjustments to maintain quality and continuity.
- **Client Collaboration:** Worked closely with clients, event planners, and internal teams to understand specific event requirements and deliver customized AV solutions that met their vision.
- **Content Capture & Delivery:** Filmed, edited, and delivered high-quality video content, ensuring that footage met client specifications and was ready for post-event use.
- **Troubleshooting & Problem Solving:** Identified and resolved technical issues quickly during setup and live events to minimize disruptions and ensure a flawless attendee experience.
- **Team Leadership & Training:** Supervised and mentored junior AV technicians, ensuring all team members followed best practices and maintained high technical standards.

Key Accomplishments:

- Supported over 500 successful events, collaborating with clients and event planners to deliver memorable experiences.
- Consistently provided technical expertise that exceeded client expectations, contributing to the growth of repeat business and positive client feedback.



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Experience

Broadcast Crew Member

Climate Pledge Arena (July '23 - Present)

Role Overview:

- As a Broadcast Crew Member at Climate Pledge Arena, I was responsible for providing high-quality live event coverage and technical support for sports broadcasts and other major events. Collaborating closely with producers, directors, and technical teams, I ensured the smooth operation of audiovisual elements, capturing the excitement and energy of live sports for broadcast audiences.

Key Responsibilities:

- Live Event Coverage:** Operated cameras, audio equipment, and video switchers to capture dynamic footage of live sports events and entertainment performances.
- Technical Setup & Operation:** Worked with the production team to set up and manage broadcast equipment, including cameras, microphones, and switchers, ensuring seamless event transitions.
- Coordination with Teams:** Collaborated with directors, on-air talent, and other technical crew to ensure that all broadcast elements aligned with the event's schedule and creative vision.
- Post-Production Assistance:** Assisted in editing and packaging content for replays, highlights, and future use across various broadcast platforms.
- Troubleshooting & Problem Solving:** Quickly addressed technical issues during live broadcasts to minimize disruptions and ensure a smooth viewing experience for audiences.
- Adherence to Protocols:** Followed broadcast standards and protocols to ensure compliance with industry regulations and quality control.

Key Accomplishments:

- Contributed to the successful live broadcasts of sports events at one of the most technologically advanced arenas in the country.
- Delivered consistently high-quality audio and visual outputs in a fast-paced, live environment.
- This role allowed me to merge my passion for sports with my technical expertise, ensuring an engaging and immersive viewing experience for fans.



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Experience

On-Air Producer and Media Specialist

Transformation Talk Radio (June '21 - October '21)

Role Overview:

- As an On-Air Producer at Transformation Talk Radio, I was responsible for overseeing the content and technical aspects of both live and pre-recorded radio shows. I collaborated with hosts, guests, and technical teams to ensure engaging and seamless broadcasts, delivering high-quality audio and visual experiences to listeners across multiple platforms.

Key Responsibilities:

- **Content Management:** Directed the overall flow of live and pre-recorded shows, ensuring that all segments adhered to the planned schedule and content guidelines.
- **Technical Operations:** Operated audio mixers, video switchers, and broadcasting software to manage the technical aspects of live and taped programs.
- **Guest & Talent Coordination:** Assisted hosts, guests, and contributors in preparing for shows, ensuring they were briefed on show formats and technical setups.
- **Post-Production Editing:** Edited recorded shows and created video assets for publishing across platforms such as YouTube, ensuring a polished final product for the audience.
- **Communication & Collaboration:** Maintained clear communication with show hosts, guests, and production staff to ensure smooth transitions and address any real-time issues during broadcasts.
- **Content Design:** Developed show assets and assisted in the creation of marketing materials to promote shows on various social media and online platforms.

Key Accomplishments:

- Successfully produced multiple live and pre-recorded shows, ensuring high-quality audio and video content for on-air and digital distribution.
- Played a key role in streamlining the production process, improving overall show quality and consistency across broadcasts.
- Assisted in growing audience engagement by producing visually appealing post-show content that resonated with listeners.

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Experience

Lead Digital Content Producer

Layla Nielsen & Co. (December '21 - November '22)

Role Overview:

- As an On-Air Producer at Transformation Talk Radio, I was responsible for overseeing the content and technical aspects of both live and pre-recorded radio shows. I collaborated with hosts, guests, and technical teams to ensure engaging and seamless broadcasts, delivering high-quality audio and visual experiences to listeners across multiple platforms.

Key Responsibilities:

- **Content Management:** Directed the overall flow of live and pre-recorded shows, ensuring that all segments adhered to the planned schedule and content guidelines.
- **Technical Operations:** Operated audio mixers, video switchers, and broadcasting software to manage the technical aspects of live and taped programs.
- **Guest & Talent Coordination:** Assisted hosts, guests, and contributors in preparing for shows, ensuring they were briefed on show formats and technical setups.
- **Post-Production Editing:** Edited recorded shows and created video assets for publishing across platforms such as YouTube, ensuring a polished final product for the audience.
- **Communication & Collaboration:** Maintained clear communication with show hosts, guests, and production staff to ensure smooth transitions and address any real-time issues during broadcasts.
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Skills

- Software: Adobe Creative Suite (InDesign, Illustrator, Audition, Premiere, After Effects, Lightroom, Photoshop), Final Cut Pro X, OBS
- Tools: Google Drive, Docs, Slides, Analytics
- Web Conferencing: Zoom, Skype, Microsoft Teams, Google Meet
- Office Suite: Microsoft Word, PowerPoint, Excel
- Design Tools: Canva, Mailchimp, Design Pickle
- Web Platforms: WordPress, Wix
- Project Management: Slack, Monday, Trello, Basecamp
- Social Media: Instagram, YouTube, X (Twitter), LinkedIn, Link.tree
- Other: Copywriting, AP Style

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