



# MALIA CANTIMBUHAN

Digital Content Producer  
& Media Specialist

## About Me

I am an organized, dependable, detailed-oriented, and conscientious self-starter, able to successfully manage multiple priorities with a positive attitude. I would like to find a job applicable to my experience in video production and digital marketing, to as well enable further personal and professional development.

## Contact

- +425-327-3893
- timbu.media@gmail.com
- timbumedia.com

## Education

### **Bachelor of Arts in Visual Journalism**

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

## Experience

### **Audio Visual Lead Technician**

Encore Global (July 2022 - Present)

- Ensure flawlessly executed events through accurate and timely setup, operation, and breakdown of audiovisual equipment.
- Operate AV equipment such as audio mixers, video switchers, cameras, lighting boards, and recording systems.
- Manage technical support and troubleshooting for AV equipment during events to ensure seamless operation and client satisfaction.
- Capture, edit and deliver video and audio content for clients.
- Provide excellent service and strive to exceed expectations and needs of internal and external customers.
- Collaborate with over 200 companies and event planners to understand their AV needs and provide creative solutions to meet their objectives.
- Supervise and direct other technicians to ensure their technical skills meet company's standards and industry best practices.

### **Digital Content Producer**

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

- Collaborate with internal team and clients to develop high quality digital marketing strategies within budget and on schedule.
- Worked with over 20 brands from a variety of industry sectors including Financial and Advisory Service, Health and Recreation, Education, Technology, Churches and Non-profits.
- Own the development of social media calendars, content, copywriting, and publishing for client's social media accounts.
- Created over 5,600 posts for various social media platforms including Instagram, X, Twitter, and LinkedIn.
- Create and manage social media content development using tools such as Canva, Hootsuite, Sprout Social and Sendible.
- Produce weekly and or monthly performance reports that illustrate to clients what worked well and what did not.
- Stay up-to-date with industry trends, best practices and emerging technologies in digital marketing and content production to ensure that company remains at the forefront of the industry.



# MALIA CANTIMBUHAN

Digital Content Producer  
& Media Specialist

## Experience

### **On-Air Producer and Media Specialist**

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

- Responsible for overall content and flow of live and pre-recorded shows broadcasted on radio and live-streamed to platforms including Facebook Live, YouTube Live, Vimeo Livestream and Twitch using OBS.
- Ran audio mixer and video switcher for various live and taped programs.
- Assist and collaborate with show hosts, guest, and other program contributors on preparations for shows on a daily basis.
- Design show assets such as lower-thirds, transitions, title/end screens and other graphics using Adobe Premiere Pro and After Effects.
- Edit audio and video post-show to publish on video platforms.
- Relate and communicate with a variety of people including talent, guests, callers, and other staff.

### **News Division Production**

What's Trending Internship (March '21 - May '21)

- Pitch trending topics to Executive Producer.
- Write scripts for voice talent.
- Research and gather assets related to pitched topics.
- Edit videos and create visual assets using Adobe Premiere Pro and After Effects.
- Package video content for platforms including YouTube, Twitter, and other video licensing publishers.
- Identify and track digital content trends and incorporate them into video production to ensure relevancy and engagement with target audience.

## Skills

- Adobe Creative Suite (InDesign, Illustrator, Audition, Premiere, After Effects, Lightroom, Photoshop)
- Final Cut Pro X
- OBS
- Google Drive, Docs, Slides, Analytics
- Zoom, Skype, Microsoft Teams, Google Meet
- Hootsuite, Sendible, Sprout
- Microsoft Word, PowerPoint, Excel
- Canva
- Mailchimp
- Copywriting, AP Style
- Wordpress, Wix
- Design Pickle
- Slack, Monday, Trello, Basecamp
- Instagram, YouTube, Twitter, LinkedIn, Linktree

## Contact

- 📞 +425-327-3893
- ✉ timbu.media@gmail.com
- 🌐 timbumedia.com