



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
✉ 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

Technical Video Specialist

Encore Global (July '22 - Present)

- Ensured seamless event execution through accurate setup, operation, and breakdown of audiovisual equipment.
- Operated AV equipment, including audio mixers, video switchers, cameras, lighting boards, and recording systems.
- Provided technical support and troubleshooting during events to maintain smooth operations and client satisfaction.
- Captured, edited, and delivered video and audio content for clients.
- Collaborated with over 200 companies and event planners to meet AV needs creatively.
- Supervised and mentored technicians to ensure technical excellence.

Digital Content Producer

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

- Developed high-quality digital marketing strategies in collaboration with internal teams and clients, ensuring adherence to budget and timelines.
- Managed social media content calendars, copywriting, and publishing for client accounts, generating over 5,600 posts across platforms like Instagram, Twitter, and LinkedIn.
- Utilized tools such as Canva, Hootsuite, Sprout Social, and Sendible to create and manage content.
- Produced performance reports to provide clients with insights on campaign effectiveness.
- Stayed current with industry trends and best practices to keep the company at the forefront of digital marketing and content production.



MALIA CANTIMBUHAN

Digital Content Producer
& Media Specialist

Experience

On-Air Producer and Media Specialist

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

- Directed the overall content and flow of live ad pre-recorded shows broadcasted on various platforms.
- Operated audio mixers and video switchers for live and taped programs.
- Assisted show hosts, guests, and contributors with show preparations.
- Designed show assets and edited post-show content for publishing on video platforms.
- Communicated effectively with talents, guests, callers, and staff.

News Division Production Intern

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

- Pitched trending topics and wrote scripts for voice talent.
- Researched and gathered assets for video content.
- Edited videos and created visual assets using Adobe Premiere Pro and After Effects.
- Packaged video content for distribution on YouTube, X, and other platforms.
- Identified and incorporated digital content trends to ensure audience engagement.

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, Linktree
- Other: Copywriting, AP Style

Contact

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