

ANA SOFIA ZAVALA

ANA@ANASOFIAZ.COM | 408.915.8469 | WWW.ANASOFIAZ.COM

INDEPENDENT FILM & MEDIA SPECIALIST

- Over 10 years of experience in technical and administrative support
- Diverse experience within corporate technology, banking, TV, and electronics industries
- Strong technical skills in video production, graphic design, community management, social media management, and content development

Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)
Final Cut Pro
Adobe After Effects
Premiere
Photoshop

Dreamweaver
Encoder
Soundtrack Pro
Compressor
DVD Studio Pro
Sony Vegas Movie Studio

Avid
ProTools
Camtasia
WordPress/bloggging
Social Media/Networking

WORK EXPERIENCE

SAN JOSE REPERTORY THEATRE – SAN JOSE, CA 11/10 TO PRESENT

PROGRAM COORDINATOR/MARKETING ASSISTANT, 2/12 TO PRESENT

- Establish, distribute, and manage program deadline calendar
- Communicate with actors, designers, directors, and internal staff to collect all materials for the completion of each program in a timely manner
- Work with San Jose Rep's Development and Marketing Departments to ensure all sponsors and donors are recognized in the appropriate manner, and all style guidelines are adhered to
- Ensure billing is accurate per production contract and the programs follow affiliated association and union guidelines
- Proofread and edit materials submitted for program
- Work with SJ Rep's graphic designer printing house on layout and pre-press process
- Other duties as assigned, including production of archival and promotional videos and scheduling and posting to Facebook, Youtube, and Twitter

BOX OFFICE SHIFT SUPERVISOR, 11/11 TO 9/12

- Handle high-level customer problem resolution, while assisting other customers with purchase, exchange, and other transactions and inquiries
- Train new staff
- Run and balance daily reports

THE DECISION EDUCATION FOUNDATION – PALO ALTO, CA 7/2011 TO 12/2012

- Narration/voice acting the character of Nicole for DEF's video series "It's Your Choice"
- Provide Creative and technical feedback about the scripts and the series

NBC BAY AREA – SAN JOSE, CA 9/09 TO PRESENT

PRODUCTION ASSISTANT, "TODAY IN THE BAY" & OTHERS, 6/10 TO PRESENT

- Daily set up of studio (lights, cameras, computers, monitors, and microphones)
- Floor directing: cuing anchors, facilitating communications between control room and studio floor
- Teleprompter and script distribution

ASSOCIATE PRODUCER, CREATIVE SERVICES 9/09 TO 6/10

- Transcribe interview footage, write/draft commercial scripts for various clients
- Stand-in and interview, set up lights, cameras, and microphones in the field
- Assorted post-production tasks, including music selection and logging, capturing clips into Avid and Final Cut Pro, and voiceover

YAHOO! INC. – SUNNYVALE, CA 5/05 TO 2/09

COMMUNITY MANAGER, FLICKR 6/08 TO 2/09

- Created interesting, relevant blog posts for Spanish-language Flickr blog 3+ times per week
- Suggested and wrote new FAQs for the site as needed
- Worked with production management team to develop and produce video tutorials to accompany new product launches
- Coordinated with international marketing and community management team to plan and execute community events in Madrid and Barcelona

MEMBER SUPPORT ASSOCIATE, FLICKR 5/05 TO 6/08

- Replied to over 100 customer inquiries and bug reports per day via in-house email system
- Assisted in improving help system and recommended features/tools needed for quality member support

FEATURES AND SHORT FILM

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PRODUCER/DIRECTOR, "BANDITO" (2012)

California Independent Film Festival selection

KEY SET PA, "HERCULES SAVES CHRISTMAS" (2011)

Zemrak/Pirkle Productions for Animal Planet

ART DEPT COORDINATOR/SET DRESSER, "I MELT WITH YOU" (2011)

Pellington Films, Sundance Film Festival selection

ART INTERN/PA, "I'M IN LOVE WITH A CHURCH GIRL" (2013)

Reverence Gospel Media

CASTING DIRECTOR, "THE CHICK MAGNET" (2005)

Redfoot Productions, Cinequest Film Festival selection

SOUND RECORDIST, "PINS AND NEEDLES" (2001)

Diamond in the Rough Films, NY/LA International Independent Film Festival selection

TELEVISION

PRODUCTION ASSISTANT "UFC FIGHT DAY" (2011)

Heavy.com

PRODUCTION ASSISTANT "UFC PRIMETIME V" (2011)

Positive Image Video for FOX

PRODUCTION ASSISTANT "UFC PRIMETIME: LESNAR V. VELASQUEZ" (2010)

Positive Image Video for SpikeTV

EDUCATION

BS: DIGITAL FILMMAKING & VIDEO PRODUCTION

THE ART INSTITUTE OF CALIFORNIA, SUNNYVALE, CA 2012

- VP / Secretary AICASUN Cinema Club
- Academic Honors: Dean's List & Honor Roll

RADIO – TV – FILM – THEATRE

SAN JOSE STATE UNIVERSITY, SAN JOSE, CA

COMMUNITY

SILICON VALLEY ROLLER GIRLS – SAN JOSE, CA 10/2007 TO PRESENT

- Volunteer Referee and Non-Skating Official for nationally-ranked sporting events
- Social Media Specialist for Web & PR committees, blogging, Facebook, Twitter, and other outlets
- Produce marketing materials utilizing graphic design skills for various events