

# VALERIA JIMENEZ GARCIA

## Digital Media Specialist



### PHONE

+61 4316865123



### EMAIL

valeria@aztecvisuals.com

## EDUCATION

### Master in Simulation and Immersive Technologies UNSW

Expected Graduation Date:  
December 2025

### Bachelor of Film Production

SAE Institute Byron Bay  
2012, Australia

### Diploma in Digital Film and Animation

SAE Institute Barcelona  
2010, Spain

### Certificate IV in Small Business Management

TAFE QLD  
2017, Australia

## OTHER STUDIES

- Introduction to Virtual Reality  
- University of London & Goldsmiths.
- ICAgile Certified Professional.
- Instructional Design Essentials  
- AITD (Australian Institute for Training & Development).
- Social Norms, Social Change  
– UNICEF and University of Pennsylvania online course.
- Understanding Violence – Emory University online course.
- Digital Analytics Fundamentals - Online Training.
- NovoEd online training:
  - Storytelling for Change.
  - Making Sense of Social Impact.
  - Lean Data approaches to measure social impact.
  - Social Enterprise and Financial Sustainability.
  - Global Social Entrepreneurship.

I am an experienced Digital Media and Communications Specialist with over a decade of expertise across various sectors. I hold a Bachelor's degree in Film Production and possess certifications in digital film and animation, small business management, instructional design, social change, and social enterprises. I have a proven track record as a versatile digital media consultant, specializing in non for profit communications, video and audio productions, website maintenance, graphic design, and creative initiatives. I am recognized for my creative thinking, strategic planning, and my ability to work independently or collaboratively, particularly with international organizations.

## SUMMARY OF QUALIFICATIONS

- ▶ Digital content production
- ▶ Social media management
- ▶ Video and podcasts production
- ▶ Media production management
- ▶ Marketing and branding
- ▶ Website content management
- ▶ Non for-profit communications and multimedia

## LATEST CONSULANCIES

### Investing in Women (ABT Associates and DFAT)

#### Creative and Communications panel - Creative Design Consultant

- Designed, wire-framing and prototyping graphic user interface elements for Investing in Women Foundation website.
- Designed and developed the brand and branding guidelines for Investing in Women Foundation.
- Translated visual content requirements into meaningful concepts and implementing creative/visual design, layout and updates to knowledge resources and communication materials.

### FARAT (Fire and Rescue Australia Training) Australia

#### e-Learning and Website Development

- Led the development of a new company website.
- Managed the project for a new e-learning platform.
- Edited and customized written content for the e-learning platform.
- Coordinated the overall project development, ensuring timely delivery within budget and meeting the desired goals.
- Monitored project progress, developed, and maintained project documentation, including project plans, guidelines, and testing reports.

## WORK EXPERIENCE

### Aztec Visuals (private enterprise)

#### Co-Founder and Producer

- Founded and established Aztec Visuals, taking charge of business planning, branding, and strategy.
- Develop communication and marketing strategies for clients, actively engaging in lead generation, client and accounts management, and contributing to strategy meetings and proposal development.
- Manage crew members, staff, and contractors, overseeing all aspects of media projects, including corporate video productions for small businesses and organizations. This involved photography, graphic design, and audio production.
- Develop and maintained website, ensuring optimal functionality.
- Monitor and evaluated analytics and campaign results, generating comprehensive reports for clients.
- Provide expert skills in podcast post-production, conducting detailed audio editing and post-production for clients' shows.

2014  
Present

## LANGUAGES

Spanish - Native

English - Advanced

Italian - Basic

French- Basic

## AWARDS

Lord Mayor Multicultural  
Mentoring Scheme 2019

Brisbane, QLD Australia

Lord Mayor Multicultural Business  
Scholarship

Brisbane, QLD Australia  
2017

Best Productions of the  
Digital Film and Animation  
Diploma

SAE Institute Barcelona, Spain  
2010

## SOFTWARE SKILLS

Adobe Creative Suite  
(Photoshop, Illustrator, InDesign,  
Premier, After Effects, Audition),  
Microsoft Office (Word,  
PowerPoint, Excel), Adobe  
express, Canva, Final Cut Pro,  
Compressor, Soundtrack Pro,  
Color, Motion, WordPress.

## Other activities and volunteer engagements:

- Dhamma Vipassana Mexico  
Communications Committee  
member 2021-present
- The 3rd Monterrey  
International Film Festival  
(August 2009).
- The 43rd Sitges International  
Fantasy Film Festival (October  
2008).
- Camera operator for the  
Writers Festival in Byron Bay  
(2011).
- Camera operator for the Byron  
Bay Bluesfest (2012).
- Brisbane Asia Pacific Film  
Festival (2015).

## Emerging Minds

2018  
2021

### Communications Officer-Multimedia Content Producer

- Created multimedia resources, including audio, video, and animation, tailored for social media and online platforms.
- Monitored and analyzed media content performance.
- Managed all aspects of the podcast division, from planning to post-production and episode publishing. Explored innovative techniques for high-quality audio content. Maintained podcast libraries and provide detailed reports on analytics and podcast evaluation.
- Recorded and edited video and sound projects, covering media capturing, file organization, editing, graphics and effects incorporation, title addition, music, voice-overs, and motion graphics.
- Strategized and developed approaches, pitches, and proposals for new multimedia productions. Ensured comprehensive coverage of assigned productions, including the creation of short video content for resources, e-learning promotional videos, and social media.
- Managed and archive project media on platforms like Microsoft Stream, Vimeo, and YouTube.

## Australian Volunteers for International Development

2016

### Multimedia Officer - CBSUA Organic Agriculture Program

- Demonstrated strong relationship skills with the ability to collaborate effectively with teachers, students, staff, interns and school Directors.
- Conducted training sessions and workshops to enhance organizational marketing capabilities, encompassing multimedia, graphic design evaluation, video production, and branding. Collaborated on the enhancement of displays and interactive materials for the exhibit hub and organic garden.
- Developed compelling information and multimedia materials, including flyers, brochures, banners, social media content, and video productions, to promote the organic agriculture project and its products effectively.
- Provided guidance to staff members in the development of Brand and Visuals Guidelines. Additionally, trained Soil Major students in graphic design, multimedia production, video production, and the creation of infographics.

## Independent Consulting for the United Nations

2011  
2014

### Video Producer and Graphic Designer

- Designed graphic materials for UN Women publications and materials in Fiji and Papua New Guinea.
- Led the development of a documentary and a series of short animations for UN Women, highlighting the political participation of women in Papua New Guinea during the 2012 National elections.
- Directed the production of two documentaries for the UN Women's Safe Cities for Women and Girls Program in Papua New Guinea, focusing on violence against women in the public markets of Port Moresby.

## One Less - Una Menos (International NGO)

2010  
2016

### Media and Design Director

- Led website design, development, and maintenance efforts, with a focus on ensuring consistent content updates in both English and Spanish.
- Played a pivotal role in shaping the organization's branding and image by collaborating with staff on media projects and designs.
- Proactively assessed and enhanced the communication strategy, overseeing internal and external channels to optimize effectiveness.
- Managed administrative tasks associated with organization registration and tax exemption processes.