

ALVA VALENCIA

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PROFESSIONAL SUMMARY

I am a Creative Director with over a decade of Technical Director experience in live events, broadcasting, film, and commercial work, ranging from Apple education events, to live, globally-broadcasted venture capitalist events. Directing cameras, networking audio streaming systems through Dante protocols, video call systems such as Zoom and Microsoft Teams, and recording these events for post production editing via Hyperdecks and Aja Ki-Pros.

SKILLS

Creating show flows, scripting, and collaborating with clients to realize audience capture points. Working directly with technical teams to perfect execution of production setup. Editing raw footage into multiple short and long form videos for use across client agency platforms.

EXPERIENCE

Creative Director, Ghost Tiger Media — 2022–Present

Ghost Tiger Media is a creative house, helping Arizona-based companies, with Events, Commercial Content, and Consulting for Media Projects.

- Supporting local companies with event needs, capturing raw footage, utilizing Final Cut Pro, Adobe Suite, and Blackmagic Davinci Resolve software.
- Editing of event and interview footage, as well as b-roll, into story telling content for clients' various online platforms.

Project Manager/Freelance, AVPS — 2023–Present

Phoenix-based audio visual production company

- Directed live shows across the U.S.
- Managed inventory of Shure Wireless systems, reliant on Dante Networking.

- Consulted on Colorlight Processors and Novastar Software integration.

Video Production/Editing Instructor, Conservatory of Recording Arts & Sciences — 2020-2022

- Educated students via hybrid learning methods on subjects such as:
- video editing in Final Cut
- studio production, post production audio editing and mixing
- data management
- API mixing and fundamental studio etiquette

Project Management, Road Dog Show Pros — 2017-2020

- Managed video operations, which included Yes-tech and ROE LED systems in order to create engaging shows for clients across the US.
- Helped educate RDSP on Flex Rental Solutions inventory software and the reorganization of their warehouse.

AV Consultant, Automatik — 2015-2016

Supported the growth of this company's AV department by helping with:

- Purchasing of AV equipment
- Designing of their newly acquired warehouse.
- Integration of Flex Rental Solutions inventory software

EDUCATION

Conservatory of Recording Arts & Sciences, Sound Engineering Certification - 2014