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SILMAR F. APARICIO

PROFESSIONAL SUMMARY

Bilingual cinematographer and producer with 8+ years across documentary, music video, commercial, fashion, and branded content. Hands on experience with RED Digital Cinema, Sony FX, Canon R5c, and Blackmagic camera systems. Skilled in multi camera setups, 3 point and DMX lighting, and full post production in Adobe Premiere Pro, After Effects, and DaVinci Resolve. Independent documentary director with credits as 2nd cinematographer on narrative shorts and lead cinematographer on episodic comedy and live event productions.

PROFESSIONAL EXPERIENCE

World of Illumination - Video Production

Phoenix, AZ

03/2026 - Current

Support the marketing team at a high growth drive through entertainment brand with video production and content creation across social platforms.

- Operate camera and lighting on production days, supporting setup, breakdown, and on set workflow
- Film and edit short form and long form video for Instagram, TikTok, YouTube, and Facebook aligned with seasonal campaigns
- Pitch original video concepts in weekly creative brainstormings grounded in short form trends and brand strategy
- Maintain digital media libraries with consistent labeling and project file structures across cross functional teams

Palm Falls Media - Media Producer

Tempe, AZ

01/2023 - Current

Independent production company serving artists, fashion models, lifestyle brands, and small businesses across the Phoenix metro area.

- Handle full production pipeline from concept and pre production through cinematography, post production, and delivery
- Direct fashion photography and on camera talent for editorial, lookbook, and social first video content
- Build branded campaigns for clients in fashion, wellness, music, entertainment, and home services

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TECHNICAL SKILLS & CORE COMPETENCIES

Cameras and Capture: RED Digital Cinema, Sony FX Line, Canon R5c, Blackmagic, multi camera setups

Lighting: 3 point lighting, DMX lighting, practical and location lighting, gels and diffusion, low light production

Camera Support: Tripods, gimbals, sliders, handheld and steadicam techniques

Audio: Boom and lavalier capture, Pro Tools, audio mixing and sound design

Post Production: Adobe Premiere Pro, After Effects, Photoshop, Lightroom, Lumetri Color, DaVinci Resolve, CapCut, color grading, RAW workflows

Production Management: Pre production planning, scripting, storyboarding, shot listing, scheduling, on set direction, talent direction, location scouting and management

- Manage shoot logistics including location scouting, scheduling, equipment rentals, and crew coordination

The Association of Filmmakers at ASU - Marketing Director

Tempe, AZ

01/2024 - 12/2025

Led video first content strategy and event marketing for a 200+ member university filmmaking organization.

- Produced and edited social video content supporting the annual Film Awards and monthly workshops
- Coordinated with student filmmakers on production schedules, screenings, and promotional content
- Managed brand identity and visual standards across the organization's social channels

Marionix Inc. - Social Media Coordinator

Olathe, KS

01/2018 - 08/2022

Produced photo and video content for a regional marble, granite, and home remodeling brand over four years.

- Captured before and after project photography across showroom and installation sites
- Filmed and edited project walkthrough video content for digital campaigns
- Produced visual content supporting brand visibility in the Kansas City home services market

Specialties: Documentary, music video, commercial, fashion, narrative short film, comedy series, live event coverage, short form vertical video

AI and Workflow: Claude, Gemini, Midjourney for look development, scripting, mood boards, and workflow acceleration
Languages: English (Native), Spanish (Native)

EDUCATION

Arizona State University

Tempe, AZ

Bachelor of Fine Arts: Film & Media Production

- **Minor:** Digital Audiences (SEO, Analytics, Content Strategy)
 - **Honors:** Dean's List
 - **Leadership:** Marketing Director, The Association of Filmmakers at ASU
 - **Member:** MGE Film Club
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CERTIFICATIONS

- Google Analytics Individual Qualification (Issued Aug 2025)
 - Google Ads Search Certification (Issued Feb 2026)
 - Google Ads Measurement Certification (Issued Feb 2026)
 - Get Started Using Google Analytics (Issued Feb 2026)
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Projects

Anchored in the Rhythm of Grounding | Producer, Director, Editor | Documentary | 2025

Independent documentary on gut health following multiple subjects through their wellness routines. Owned full pipeline including concept development,

interviews, scheduling, multi camera cinematography, sound capture, color, and final delivery.

Sacred Wellness | Producer, Director, Editor | Documentary | 2024

Documentary following the subject Santi through her wellness journey. Handled pre production research, interviews, on set coordination, multi camera capture, and post production color and sound.

Micdrop, Season 2 | Cinematographer | Comedy Series | Created by Noah Gerber | 2025

Comedy series directed and created by Noah Gerber. Operated as cinematographer on multi camera setups, executed the show's visual style across episodic comedic timing, and worked closely with the director on framing and lighting.

Am I Really By Myself | 2nd Cinematographer | Short Film | Dir. David Watts | 2024

Supported the DP across pre production planning and on set execution including lighting setup, camera operation, focus pulling, and shot composition aligned with the director's vision.

Athena Warriner | 2nd Cinematographer | Short Film | Dir. Athena Warriner | 2025

Worked closely with the director and DP team on lighting design, framing, and on set problem solving across multiple shooting locations.

Will Sparks at Sunbar Tempe | Cinematographer, Producer | Live Event and Music Video | 2024

Captured a live performance video for internationally touring electronic artist Will Sparks. Operated in a multi camera, low light, high energy live event

environment and delivered a polished edit aligned with the artist's brand.

Sacred Journey Med Spa | Director of Photography | Commercial Campaign | 2024

Directed lighting design, camera movement, and visual tone for a luxury Scottsdale wellness brand. Translated brand identity into a refined visual aesthetic across the promotional video campaign.

Unpretentious Studios Spa | Director of Photography | Commercial Campaign | 2025

Owned visual direction for a Scottsdale med spa promotional campaign in collaboration with founder Taylan Kelly, developing lighting and cinematography aligned with the brand's elevated aesthetic.

Fashion Editorial and Highlight Reels: Taylan Kelly and Kat Rose | Photographer, Director | 2016 to Present

Directed and produced fashion photography and social first video highlight reels for established models across Arizona locations supporting personal branding and agency submissions.