



bluetidalwaveentertainmentllc@gmail.com



American Fork, Utah 84003



<https://www.bluetidalwave-entertainment.com/>

EDUCATION

MBA

Western Governors University, Salt Lake City, UT
Expected in March 2025

Bachelor of Science,
Communications
Brigham Young University - Idaho, Rexburg, ID
July 2022

LANGUAGES

Spanish

Native or Bilingual

VALERIA DIAZ

PROFESSIONAL SUMMARY

With a solid foundation in **film production**, **photography**, **social media management**, and **technical expertise**, I am eager to contribute to your team and bring value to every project. I am ready to leverage my skills in **collaboration**, **problem-solving**, and **creative execution** to excel in a dynamic, fast-paced environment.

SKILLS

- **Microsoft Office Suite:** PowerPoint, Word, Excel
- **Production Management:** Set preparation, on-set coordination, team management
- **Relationship Building:** Client relations, team collaboration, networking
- **Interpersonal Skills:** Communication, conflict resolution, team engagement
- **Data Collection & Interpretation:** Analyzing performance metrics, market research
- **Organization:** Time management, task prioritization, resource allocation
- **Marketing:** Campaign management, audience targeting, brand strategy
- **Talent Management:** Casting, scheduling, conflict resolution
- **Social Media Content Creation & Moderation:** Strategy development, content curation, audience engagement
- **Financial Statements:** Budgeting, cost tracking, financial reporting
- **Leadership Strategies:** Team coordination, motivation, delegation
- **Communication & Oral Skills:** Presentation, negotiation, client-facing interactions
- **Visual Storytelling:** Narrative development, shot composition, creative direction
- **Adobe Suite:** Lightroom, Photoshop, InDesign, Illustrator

WORK HISTORY

April 2021 - Current

Blue Tidalwave Entertainment LLC - On-Set Production Assistant /Key Set Production Assistant, American Fork, UT

- Verified set readiness before the start of each shoot, ensuring all equipment, props, and environments were prepared and safe for production, contributing to a smooth workflow.
- Followed written instructions with precision, aligning with the director and assistant director's vision while ensuring adherence to set procedures and industry standards.

- Maintained a safe working environment by rigorously following safety guidelines, ensuring the protection of crew members and talent throughout the filming process.
- Facilitated seamless filming operations by preparing sets according to the assistant director's requirements, ensuring efficient transitions and minimal downtime between scenes.
- Consistently met tight production deadlines without sacrificing quality, ensuring that technical and creative standards were upheld across all phases of production.
- Boosted team morale by promoting a positive and collaborative atmosphere, encouraging effective communication across departments and fostering strong team dynamics.
- Adapted to high-pressure situations, efficiently handling unexpected challenges, script revisions, or last-minute changes, while maintaining calm and ensuring minimal impact on the production schedule.
- Streamlined communication on set by utilizing walkie-talkies and other tools to relay information quickly and accurately, ensuring smooth coordination between departments.
- Delegated tasks and trained junior production assistants, contributing to team development and ensuring that the department ran efficiently.
- Provided on-demand services on a first-come, first-served basis, managing a variety of tasks and ensuring production needs were met in a timely and organized manner.

February 2023 - February 2024

The Church Of Jesus Christ Of Latter-day Saints - Scriptures Media Manager

Assistant, Salt Lake City, UT

- Collaborated with creative teams to produce engaging content tailored to target demographics, aligning messaging with audience interests to maximize impact.
- Supervised both online and offline ad campaigns, tracking performance metrics and providing actionable insights through detailed reports to optimize future initiatives.
- Managed company social media presence, growing engagement and following through regular content updates, community interaction, and performance analysis.
- Maximized ROI by continuously monitoring campaign performance, adjusting strategies in real-time to improve results and align with business objectives.
- Led cross-functional teams in the end-to-end execution of integrated marketing campaigns, ensuring collaboration across departments for cohesive messaging and successful outcomes.
- Supported product launches and upcoming projects, creating buzz and awareness through strategic content and promotional initiatives.
- Increased brand visibility by designing and executing targeted media plans across various platforms, enhancing brand awareness and audience reach.
- Crafted compelling presentations to effectively communicate complex data insights to clients or internal stakeholders, driving informed decision-making.
- Developed dynamic content for social media channels, ensuring brand voice consistency and audience relevance across platforms.
- Orchestrated comprehensive media strategies, utilizing a mix of traditional and digital tactics to drive engagement, foster relationships, and enhance audience interaction.
- Researched market trends and analyzed data to refine public relations strategies, ensuring proactive positioning in the marketplace.

January 2022 - July 2022

Soapbox Agency - Video Producer, Rexburg, ID

- Enhanced video quality through meticulous attention to detail in all post-production processes, including color grading, sound design, and motion graphics integration, ensuring a polished and professional final product.
- Collaborated closely with talent and crew during filming to maintain seamless operations, ensuring that on-set activities were efficient and conducive to meeting production deadlines.
- Contributed to creative development by helping to shape innovative scripts and storyboards, driving fresh and engaging narratives for diverse projects.
- Boosted audience engagement by leveraging cutting-edge storytelling techniques and optimizing video content to capture and sustain viewer attention.
- Resolved conflicts between actors and crew to maintain a positive on-set atmosphere, minimizing disruptions and preventing delays or budget overruns.
- Managed legal and contractual elements, overseeing the procurement of music licenses, footage rights, talent releases, and distribution agreements to ensure compliance and smooth project delivery.
- Built and maintained strong client relationships, fostering trust and open communication to ensure client satisfaction and repeat business.