

# SALVADOR GARZA

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Mérida , Yucatán México

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## PROFILE

- ▶ Results-oriented, creative professional with 13+ years hands-on experience in digital-media production, business management, and training/mentoring.
- ▶ Detail orientation and dedication that consistently result in cost-effective, high-quality productions that earn superior customer satisfaction.
- ▶ Innovative problem solver who utilizes creative thinking to develop optimal solutions to problems ranging from technical to customer relationships.
- ▶ Solid communication and interpersonal skills as well as proven skill in growing, training, and leading high-performing teams.
- ▶ Well-versed about emerging technologies and information trends.

## AREAS OF EXPERTISE

### VIDEO/FILM

Acquisition

Editing

Compression

Distribution

### PHOTOGRAPHY

Aerial

Industrial

Commercial

Motion

### WEB / ONLINE

Search & Display Advertising

Content Management Systems

Social Media Management

Email Marketing

## PROFESSIONAL EXPERIENCE

### Digital Media Producer & Consultant, [pixelop Studio](#) — 1997-present

Successfully manage all business, creative, production, client, and related functions. Establish, develop and manage client relationships. Consult with clients to define creative and product requirements. Provide creative and strategic direction for all projects. Actively involved in all aspects of the digital-media production and delivery/distribution process.

#### KEY ACHIEVEMENTS

- ▶ Produced 150+ national and local TV commercials for political campaigns and businesses.
- ▶ For the last 6 years, successfully produced corporate, promotional and annual report videos and presentations for GCC: a multi-national business group with operations in the United States and México.
- ▶ Selected to produce recruitment and promotional videos for México's most prestigious private universities: Tecnológico de Monterrey and Universidad de las Américas Puebla (UDLAP).
- ▶ Awarded six Telly Awards, in a variety of categories ranging from Videography/Cinematography and Corporate Image to Editing.
- ▶ Consulted for 10+ major political campaigns in Mexico, spearheading and promoting the use of Online Marketing & Social Media; most recently winning the mayorships of Merida, Yucatán and Isla Mujeres, Quintana Roo.
- ▶ Designed, implemented and supported a six seat collaborative HD editing solution around NAS, LAG and Apple ProRes on a 1Gb copper network, saving more than US\$25,000.

#### MAJOR ROLES

- ▶ Director | Producer | DP | Editor
- ▶ Online Marketing & Social Media Strategist
- ▶ Political Consultant



# SALVADOR GARZA

## Certified Trainer & Consultant, [pixelop Training](#) — 2009-present

Manage an Adobe Authorized Training Center. Actively teach courses and consult on diverse subject matters, ranging from video editing and postproduction workflows to deployment strategies and client policy management, in both structured classroom settings (Adobe & Apple Authorized Training Centers) and on-site with clients.

### KEY ACHIEVEMENTS

- ▶ Designed, built and certified southeast Mexico's first Adobe Authorized Training Center.
- ▶ Excellent trainer/course evaluations (in-house evaluations and Metrics that Matter).

## Freelance Trainer & Consultant, [Corporativo Simplemente](#) — 2010-present

Custom and Apple certified course delivery in Mexico's premier Apple Authorized Training Center.

### KEY ACHIEVEMENTS

- ▶ Train and consult for major Apple Channel Partners in Mexico.
- ▶ Excellent trainer/course evaluations (in-house evaluations and Apple Trainer Evaluation).

## Production Assistant, [Tecnológico de Monterrey Campus Chih](#) — 1997-1998

Provided wide-ranging support for the university's video production department. Participated in scheduling, resource allocation, project coordination and production.

### KEY ACHIEVEMENT

- ▶ Successfully migrated organization from analog/linear to digital/nonlinear editing technology.

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## EDUCATION & CREDENTIALS

### Bachelor of Science in Electronics

1998-2002

Instituto Tecnológico y de Estudios Superiores de Monterrey

### Professional Certifications

Apple Certified Trainer — Final Cut Pro 6 & 7

Apple Certified Trainer — iLife & iWork

Apple Certified Pro — Compressor 3.5

Adobe Certified Instructor — Photoshop CS4 & CS5

CREATIVE

Apple Certified System Administrator 10.6 — ACSA

Apple Certified Specialist - Directory Services 10.6 — ACS

Apple Certified Specialist - Security & Mobility 10.6 — ACS

Apple Certified Specialist - Deployment 10.6 — ACS

Apple Certified Technical Coordinator 10.6 — ACTC

Apple Certified Support Professional 10.6 — ACSP

INFORMATION TECH



# SALVADOR GARZA

## TECHNICAL SKILLS

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PLATFORMS	Mac OS X 10.3~10.7 Mac OS X Server 10.4~10.7 iOS UNIX Windows NT, XP, Vista, 7
CONTENT MANAGEMENT SYSTEMS	Drupal 6 WordPress 3
MEDIA DEVELOPMENT SOFTWARE	Apple Final Cut Pro Apple Motion Apple Compressor Adobe Photoshop Adobe After Effects Telestream ScreenFlow Telestream Episode
OTHER SOFTWARE	Apple Remote Desktop, iLife & iWork Microsoft Office
VIDEO CAMERAS	Panasonic HPX170 & HVX200 Sony F900 & DSR300A
STILL CAMERAS	Canon EOS 7D and 5D Mark II Mamiya RZ67 PRO II
VIDEO HARDWARE	AJA Kona LHe Matrox MXO BlackMagic HDLink

## LANGUAGE SKILLS

Bilingual, fluent in both English and Spanish (native tongue)  
TOEFL Scores include a PBT 670

