

# YSABELLA BAEZ

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## EDUCATION

### UNIVERSITY OF CENTRAL FLORIDA

Orlando, Florida

#### BS Film Production | Minor Terrorism Studies

GPA: 3.6

May 2025

- Activities and societies: The National Society of Leadership and Success (NSLS)

### CERTIFICATIONS:

Adobe Photoshop CS6

Microsoft Excel, PowerPoint & Word Specialist

## EXPERIENCE

### O'KEEFE MEDIA GROUP

West Palm Beach, Florida

#### Marketing & Communications Specialist

May 2024 – Current

- Supported senior staff in organizing and executing corporate events and public relations campaign
- Produced high-quality content and optimized videos with titles, thumbnails, and SEO, boosting unique viewers by 85%
- Drove an 185% subscriber growth and 101% higher watch time over 3 months via content scheduling and public engagement

### O'KEEFE MEDIA GROUP

West Palm Beach, Florida

#### Production Assistant

May 2024 – Current

- Edited podcasts, reels, and visuals with strategic content curation, contributing to 1.4M+ views monthly
- Troubleshoot and resolved minor on-set issues, such as equipment malfunctions or scheduling conflicts, to prevent delays
- Supported daily on-set operations, including equipment setup and breakdown, to ensure efficient workflow for a crew of 4+
- Assisted with production paperwork distribution and research to support story development and accurate reporting

### AMPED FITNESS

Orlando, Florida

#### Front Desk Associate

November 2024 – May 2025

- Kept members informed of policy and schedule changes, ensuring smooth operations
- Strengthened member relationships through friendly and consistent communication
- Ran errands and handled last-minute requests, demonstrating a proactive and adaptable approach to problem-solving

### ADT

Orlando, Florida

#### Sales Consultant

August 2023 – October 2023

- Translated product features into tangible benefits, helping customers understand the value in a clear and compelling way
- Listened to customer concerns to effectively handle objections, providing confident, tailored solutions to close sales
- Developed strategies that fostered customer loyalty and positive brand perception

## PROJECTS

### "A Story" Short Film

Orlando, Florida

#### Director & Producer

Jan 2025

- Designed visually compelling shot compositions to enhance storytelling.
- Oversaw post-production in **Adobe Premiere Pro**, refining color and sound for high-quality output
- Produced and directed a short film, leading all aspects from concept to final cut

### "Sound Recording Tutorial Video"

Orlando, Florida

#### Off Cam Boom Operator

May 2024

- Operated boom mic and audio equipment, ensuring high-quality sound capture
- Worked with the camera team to support clear audio without interfering with shots
- Edited tutorial video using **Filmora**, enhancing audio clarity and overall presentation quality

### Departure

Orlando, Florida

#### Director, FA Cam, Casting Director

May 2024

- Assisted in shot logging, continuity tracking, and footage organization
- Communicated with the cinematographer to ensure efficient shot execution
- Maintained a detailed shot list and notes for the post-production team

## SKILLS

**Software:** Adobe Photoshop · Adobe Premiere Pro · Adobe Lightroom · PowerPoint · Word · Excel · Slides · Docs · Sheets · Video editing · Research · Photography

**Languages:** English – Fluent · Spanish – Native