CINTYA TATIANA DÍAZ GUERRA

BACHELOR OF AUDIOVISUAL ARTS · M.SC. IN DIGITAL TELEVISION

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EDUCATION

Master's Degree in Digital Television
Universidad Pontificia Bolivariana (UPB) – Medellín, ANT.
Postgraduate · 02/2020

Bachelor of Audiovisual Arts
Universidad Autónoma de Bucaramanga (UNAB) – Bucaramanga, SAN.
Undergraduate · 12/2013

SOFTWARE & TOOLS

Premiere Pro	80%
Illustrator	80%
CapCut Pro	80%
Canva Pro	80%
Photoshop	75%
Final Cut Pro	75%
Filmora	75%
Generative AI (Video/B-Roll)	75%
Meta Business Suite	75%
DaVinci Resolve	70%
After Effects	50%

CORE COMPETENCIES

- Audiovisual & mobile production
- Post-production & video editing
- Basic animation & generative AI
- Audiovisual marketing
- Content automation
- Visual & graphic content design
- Scriptwriting & creative copywriting
- Multi-platform digital content
- Adobe Premiere Pro, Illustrator & After Effects
- DaVinci Resolve, Final Cut Pro, CapCut Pro & Canva Pro

LANGUAGES

Spanish: Native
English: A2 / B1 (Basic / Intermediate)

SOFT SKILLS

Teamwork · Creativity · Integrity · Adaptability

PROFESSIONAL SUMMARY

Audiovisual Producer holding a Master's Degree in Digital Television, specializing in audiovisual marketing, post-production, and multi-platform content creation for public, private, and technology organizations. Proficient in professional video editing, graphic design, and AI-assisted visual production tools. Experienced in leading commercial, educational, and corporate communication initiatives, collaborating seamlessly with creative teams to deliver high-quality assets aligned with strategic project goals.

WORK EXPERIENCE

Audiovisual Marketing Specialist · ITS Software — **Nov. 2024 – Present**
Bucaramanga, Colombia

- Lead end-to-end audiovisual production—from scriptwriting and filming to editing, assembly, and basic animation—for corporate communications, product demos, webinars, software updates, and enterprise solutions.
- Produce informational, educational, and commercial video shorts tailored for Instagram, Facebook, YouTube, Shorts, TikTok, and LinkedIn, managing content automation on Meta.
- Plan and cover local industry events through pre-event execution plans, collaborative partner interviews, and post-event highlight reels.
- Design graphic assets for seasonal campaigns, events, webinars, advertising, email marketing, social media, website, and internal communications.
- Integrate Adobe Creative Cloud, CapCut Pro, Canva Pro, and AI tools to streamline post-production workflows and generate supporting animations and B-roll footage.

Digital Ventures & Freelance Projects — **Independent Experience**
Social media content creation, logo design, basic motion graphics, product photography, and audiovisual post-production.

Corporación Autónoma Regional de Cundinamarca - CAR & e-COMPASS — **Feb. 2019 – Feb. 2021**
Creation of graphic and audiovisual assets. Basic animation, scriptwriting, video editing, and assembly.

Geosystem Ingeniería & Pix4D — **Jan. 2017 – Dec. 2018**
Digital audiovisual content creation, digital and print graphic design, and audiovisual production support for workshops.

Cámara de Comercio de Bucaramanga - UNAB — **Aug. 2015 – Aug. 2016**
Professional video camera operation and video editing for informational capsules and radio spots.

TV Búcaros Sport — **Jan. 2014 – Jan. 2015**
Live streaming switcher operator and audiovisual post-production (video editing and graphic design).

Universidad Autónoma de Bucaramanga (UNAB) — **Feb. 2010 – Nov. 2013**
Short film production: pre-production, filming, and audiovisual post-production.