

MONICA DELGADO

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OVERVIEW

Multimedia Specialist with over 2 years of experience in developing and managing digital media content. Skilled in combining creative vision with technical expertise to produce impactful visuals and videos that drive brand engagement. Proven ability to lead cross-functional teams, delivering high-quality projects that achieve strategic goals.

WORK EXPERIENCE

Marketing Designer

Freelance: Sarah Walters

2024 -Present

Sarah Walters operates a Social Media business that offers high-quality, visually engaging content for paid social media campaigns. Their work aligns with the latest market trends and effectively enhances brand performance.

- **Edited short, dynamic videos for paid social media campaigns**, boosting ad performance and ensuring alignment with the latest market trends.
- **Conducted trend and market research to inform creative strategies** that resonated with target audiences.
- Leveraged provided templates and briefs to **create polished, high-quality graphics integrated into video content.**

Multimedia Project Manager

IntersectLA

2022 - 2024

IntersectLA is a creative strategy and design agency specializing in branding, web development, graphic design, digital marketing, and multimedia production. They deliver high-quality, innovative solutions tailored to enhance brand presence and engagement for their clients.

- **Managed client relations and delivered 15+ creative projects** across video, web, digital marketing, and design, consistently exceeding expectations.
- Streamlined project documentation, **boosting team efficiency by 85% and improving on-time delivery by 15%.**
- **Organized and led weekly status meetings, ensuring alignment on project priorities and deadlines**, while maintaining a digital asset library of 500+ files.

Project Coordinator & Video Editor

Family Kitchen Ventura County

2022

Family Kitchen is a community-focused culinary initiative providing cooking classes, nutritional guidance, and healthy recipes to local families.

- **Coordinated 8 teams to produce 10 bilingual recipe videos, increasing content accessibility by 20%.**
- Collaborated with stakeholders to define project goals, timelines, and deliverables, **completing projects 10% ahead of schedule.**
- **Edited videos and created light motion graphics, elevating video quality** and reaching a viewership increase of 15%.

EDUCATION

California State University, Northridge

Bachelor of Emerging Media Production | Minor in Photography & Videography

TOOLS & SKILLS

Skills

Creative Direction | Project Management | Photography & Videography | Client Relations | Team Leadership | Cross-Functional Collaboration | Video Editing | Bilingual: English & Spanish |

Tools

Google Workspace | Adobe Software | Basecamp | Slack | Frame.io | Microsoft | Figma |