

# Stephanie Garcia

[www.stephaniegarciaacarrillo.com](http://www.stephaniegarciaacarrillo.com)

B.S. Telecommunication,  
Digital Film and Television Production  
University of Florida | Graduated in 2023  
[stephaniegarciaacarrillo@gmail.com](mailto:stephaniegarciaacarrillo@gmail.com)

## SKILLS

- Video Editing: Adobe Premiere Pro, Audition, After Effects
- Photography: Lightroom, Photoshop, Bridge
- Graphic Design: Canva, Illustrator
- Speak and write Spanish fluently
- Google Workspace

## ACHIEVEMENTS

- Award of Excellence for *Mira Donde Nos Encontramos* (Short Film, 2023) at the BEA Festival of Media Arts
- *Mira* selected for the First-Time Filmmaker Sessions by the Lift-Off Global Network
- Designed the award-winning booth at ConeCon 2024, the largest ice cream trade show in the U.S.

## EXPERIENCE

### Ice Cream Equipment Specialists (U.S. Distributor of Emerymark)

May 2023 - Present

Brand and Content Manager

- Managed end-to-end multimedia content creation for social media, websites, email newsletters, and trade show displays
- Led the rebranding of ICE Specialists, developing key assets such as a logo, style guidelines, and signature materials to distinguish it from its subsidiary, Emerymark USA
- Planned and executed social media calendars that aligned with brand standards, focusing on short-form video and bilingual content to expand brand reach
- Strategically repurposed in-house and client-provided content across digital channels to maximize impact
- Significantly expanded ICE Specialists' social media presence, increasing YouTube subscribers from 60 to 720 (1,100% growth) and Instagram organic reach by 193% in six months
- Achieved a 2% compound monthly growth rate in Instagram followers over a year and increased engagement by 100% in six months for Emerymark USA

### Narrative Collaborative Filmmaking at UF

January 2023 - May 2023

Director, Writer

- Directed and co-wrote the romantic comedy short film *Mira Donde Nos Encontramos* after a competitive pitch selection
- Coordinated with all departments to ensure the film's vision was executed smoothly, on schedule, and within budget
- Served as second assistant camera on *Bonnie* (2023) and sound mixer on *The Gaze of a Woman* (2023), both drama shorts

### Propagate Content

June 2022 - December 2022

Development Intern

- Provided script coverage and support to the Latin American division, researching talent and IP for Spanish-language projects

### HBO's "Real Sports with Bryant Gumbel"

May 2022

Freelance Camera Operator

- Filmed participating athletes and events at the 2022 National Senior Games over the course of two days for an episode

### The Agency at UF

May 2021 - May 2023

Production Supervisor

- Supported social media strategy with creative video and photo for real-world clients, including the luxury Bartram Apartments, condiment brand Wafu, and nonprofit Gators Unidos
- Oversaw production for agency-wide internal projects, including training videos and studio headshots
- Managed the delivery of production materials, including shot lists, raw assets, and edited content, to meet deadlines

### The Samuel P. Harn Museum of Art

May 2021 - August 2021

Videography and Photography Intern

- Created multimedia content to support the museum's social media strategy, for a combined following of 17k+ users
- Produced images of visitor experiences, art exhibitions, and events for the museum's email campaigns and print magazine

### Mexican-American Student Association at UF

Aug 2020 - May 2022

Public Relations Director

- Spearheaded a rebrand strategy that drove a 35% follower increase in seven months, growing the Instagram to 1K+ followers
- Developed visual and written content to highlight events, student experiences, and showcase Mexican-American culture

### Strike Magazine Gainesville

January 2020 - May 2023

Photo Director

- Led a team of six assistants to produce high-quality images that adhere to the editorial direction of the largest student-run fashion and lifestyle publication in the nation
- Collaborated with producers and videographers in conceptualizing and planning studio and on-location shoots