

# Santy Aparicio

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## PROFESSIONAL SUMMARY

**Creative Director & Video Editing Specialist** with over **4 years of experience** creating visual narratives and cinematic storytelling for short films, documentaries, and viral content for social media. Passionate about directing, producing, and post-production combining creativity with **video marketing strategies** to maximize visibility and engagement.

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## KEY SKILLS

- *Direction & Production:* **Effective leadership**, quick-turnaround times, content planning, team management, comprehensive production & post-production.
  - *Software:* **Adobe Creative Cloud** (Adobe Premiere Pro, After Effects, Audition, Photoshop, Illustrator). **AI Tools** (Adobe Firefly, HeyGen, FreePik, ChatGPT). Project Management (Microsoft Teams, Slack).
  - *Video Strategy:* Engagement optimization, viral scriptwriting, A/B testing, metrics analysis, and content strategies through TikTok Ads, **Meta Business** (Instagram & Facebook Reels), and YouTube.
  - *Skills:* **Motion Graphics** (Explainer Videos, Animations, etc), Chroma Key, Sound Design, Subtitles, Professional Color Grading.
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## PROFESSIONAL EXPERIENCE

### **Full Sail University: Content Strategist & Video Specialist** · 2025

I led a comprehensive project for their alumni networking platform, combining several audiovisual pieces and creative direction to create an innovative experience: **increasing user engagement, retention, and interaction.**

- Implemented content strategies to encourage alumni to use the platform as a tool to connect and access new professional opportunities.
- **Oversaw the entire creative and technical flow**, ensuring the content reinforced the platform's identity and optimized the user experience, combining performance metrics with visual creativity.

### **Rhythm Energy: Trainer** · 2024 - 2025

By developing **internal training videos** I led the **internal brand positioning**, consolidating its presence in Texas and reinforcing the identity of the company.

- As a leader, I motivated and guided the team to **achieve business goals** that **enhanced performance in sales**, customer service, retention, and process optimization.
- I achieved an outstanding performance, being recognized as the **Top Seller** and earning a promotion in less than three months.

### **Ads Win Wins Digital Marketing: Audiovisual Director** · 2021 - Present

Leading the creative direction and editing of audiovisual content for digital ad campaigns, short films, reels, and viral formats, **applying cinematic storytelling, color grading, and motion graphics** to maximize visual impact.

- Designing and implementing video marketing strategies, analyzing metrics and conducting A/B testing to optimize retention, engagement, and conversions.
  - I achieved a 30% increase in engagement and a 20% increase in conversions by applying advanced editing and visual storytelling techniques.
  - Guiding the post-production workflow, ensuring visual coherence, professional quality, and brand consistency.
  - Transforming audience insights into relevant and strategic content, enhancing visibility and brand recognition across multiple digital platforms.
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## EDUCATION

### **Full Sail University, Film & Video**

- Comprehensive training in film directing, marketing, and post-production.
- Experience in narrative & commercial screenwriting, brand identity, sound design, and short film production.
- **Award:** Course Director's Award for excellence, innovation and audiovisual creativity.