

MARC-ANTHONY SARRIA

DIGITAL MEDIA SPECIALIST

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Summary

Highly engaging Digital Media Specialist with 10+ years of expertise in end-to-end digital content creation, specializing in video production, creative consulting and driving innovative media strategies. Proven ability to deliver high-quality results under pressure, while actively leveraging generative AI and AI business tools to optimize creative workflows and explore new strategic possibilities. Highly adaptable, collaborative, and effective at delivering results in fast-paced environments.

Skills

- **Digital Content Expertise:** Managed all aspects of the content lifecycle, including creative consulting, pre-production, production, and post-production.
- **Execution & Strategy:** Developed and executed effective media strategies, copywriting, and creative direction to meet project goals.
- **Technical Proficiency:** Final Cut Pro, Adobe Creative Cloud & Microsoft Office Applications
- **AI & Workflow Optimization:** Hands-on experience experimenting with generative AI and leveraging AI business tools to enhance creative output, explore new possibilities, and streamline established workflows.

Experience

Digital Media Specialist / KPMG International / February 2022 – Present

- Developed and produced high-level leadership, communications, and educational videos that drive innovation while strictly ensuring brand adherence across all four KPMG functions globally.
- Provided end-to-end creative consulting and corporate video creation, managing the quality control and development of diverse global assets, including print and high-impact PPT decks
- Spearheaded the successful design and execution of complex communication materials, specializing in PPT deck design, e-Learning modules and the development of engaging video.

Multimedia Specialist / TD Bank Group / August 2018 – August 2021

- Skillfully created engaging and accessible videos (educational, team building, B2B, animated) and assets for bank wide corporate events, initiatives & executive leadership teams.
- Produced and executed strategic media plans through creative collaboration with Technology team leads & communicating directly with stakeholders.
- Developed best practice media guides to help generate higher engagement on internal & external content for executive leaders across our social platforms. This resulted in a +25% internal and +15% external increase in engagement on social posts over a single quarter.

Video Production Specialist / Lumenville Inc. / April 2014 – September 2017

- Utilized and advanced my skills in directing, shooting, capturing audio, camera operation and video editing on an array of client projects ranging from product commercials to animated B2B corporate videos.
- Creatively crafted bite sized versions of all videos formatted for social media to generate engaging posts and successfully capture specific target markets for the client.

Education

Humber College

Bachelor's Degree / Creative Advertising / September 2016 – June 2018

George Brown College

Certificate / Video Production / September 2012 – June 2014

Awards & Acknowledgments

TD “Above and Beyond” Quarterly Award / July 2021

I was presented with this award for my voluntary involvement during TD's 2021 Employee Appreciation Week live presentation at the Sony Centre. I was tasked with creating an award video and also took on the responsibility as live tech assistance during the event.

TD “Great Work” Quarterly Award / October 2020

I was presented with this award for my quality, speed and efficiency on a handful of last-minute deliverables from an executive leader nearing the end of a very busy quarter.