

DANNY AVILA

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Professional Summary

Accomplished and energetic in Media Production with a solid history of achievement. Motivated leader with strong organizational and prioritization abilities. Areas of expertise include Video, Photography, Web and SEO

Skills

Proficient in the following software:

- Adobe Premier Pro (Video)
 - Adobe Dreamweaver (Web)
 - Adobe Photoshop (Graphics)
 - Adobe Illustrator (Graphics)
 - Adobe Lightroom (Image Editing)
 - Adobe After Effects (Visual Effects)
 - Adobe Audition (Audio)
 - Asana
 - Microsoft Word
 - Microsoft Excel
 - Microsoft Powerpoint
 - Microsoft Teams
 - Zoom
 - Google Analytics
 - Google AdSense
 - Ahrefs (SEO)
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Experience

Video Director & Producer
North Coast Church - Vista, CA

April 2012 - Present

I have had the privilege of working at North Coast for over ten years. During my time I have grown my team from 2 people, to 8 staff with over a dozen volunteers. My team is responsible for delivering over 20 projects a week, I have been instrumental in building efficient systems, caring for my staff and maintaining the quality and vision of our leadership from concept to delivery. I've been told by my leadership that they value my gifts of invention and outside of the box thinking, care for my work and team, great communication and positive attitude.

Our weekly attendance is 9,000 in person. We currently have over 15k subscribers on Youtube and over a million views a year.

Web, SEO and Production Assistant
North County Media Center - Vista, CA

Nov 2014 - Present

I wear many different hats at North County Media Center. I work directly with the owner of the studio. My main role is to build and update their website, to organically grow their site authority online, building backlinks and over all SEO for the studio's website.

Outside of that I produce and direct YouTube videos for the studio. I have taken the owners personal channel from concept to fully monetized and generating income.

I've also worked as a PA on many live streams, online TV series and productions that come into our studio.

Some of the companies that have come in are HP, Sharp, Manscaped, Disney and many pharmaceutical companies.

Owner - Video, Photo, Web
Danny Avila Media - Vista, CA

May 2007 - Present

Owning and having my own freelance agency has been a dream. I've worked on so many unique, fun and interesting projects.

Some of my clients in the past have been: Catalyst Creative, BMW & Mini of Escondido, Dynamic Church Planting International, North County Daily Star, Vista City Council, Saddleback Church, Anthem Church, Christian Podcast Central, The Catalina Island Company, Mark 9 Ministries, Tri-City Christian School, The Mikey Show, Larimore Production Company, and many youtube creators.

Early Experience

Jun 2004 - 2012

I've had a camera in my hand since I was 14 years old. I started with a Digital 8mm camera, quickly upgraded to Mini DV tapes and eventually went digital. I filmed edited and studied everything.

In my early career I worked in commission IT sales (CompUSA) and as an office manager of an auto body shop (Johnson's Auto Body). These jobs gave me discounts on gear and a flexible schedule to pursue my dreams of media production.

In 2004 I got connected to the largest morning show in San Diego (The Mikey Show) and worked very closely with the main host of that show. I proved the concept of daily podcasting to Clear Channel San Diego (iHeart). I Built a website for the show, produced and created online content for the show and even ran an online message board for all the show's fans (Before Facebook). The show eventually ended in 2012.

References

Greg Matis: (760) 716-1093

Ben Ossenfort: (760) 213-5772

Joel Fieri: (619) 405-0123