

# Karla O. Armendariz

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## EXPERIENCE

**2perf Productions** Austin, TX September 2020-Present

*Producer/Director*

- Produce and direct company projects: commercials, feature/short independent films, music videos, television shows, live events, documentaries
- Organize equipment, manage equipment rentals, maintain office
- Create budgets, call sheets, company spreadsheets, schedules, pitch decks, shot lists
- Promote company social media posts
- Manage client/crew meetings and production calendar
- Operate camera equipment, audio equipment, lighting equipment
- Manage invoice paperwork, releases, contracts, logistics
- Coordinate crew, cast, schedules, locations, day of production needs

**Freelance** Austin, TX January 2016-Present

*Producer/Director/Camera*

- Produce, direct, AD work freelance commercials, films, music videos, television shows, live events.
- DP, Camera Operator, AC for freelance projects: commercials, films, music videos, television shows, live events.
- Studio, Event, Portrait, Nature Photography

**Austin Film Festival Young Filmmakers Program** Austin, TX July-December 2020

*Young Filmmakers Program Intern*

- Oversee film camp classes in short, stop-motion, and documentary film
- Assist Young Filmmakers Program Director, send emails, track schedules
- Screen and score competition submissions for YFP Competition
- Sort festival paperwork, administration of Zoom meetings, file data

**Good Fear Content** Los Angeles, CA January 2020-May 2020

*Development Intern*

- Development Research, manage schedules for producers/managers
- Read and create script coverage
- Fielding of phone calls and office tasks

**EDUCATION** **The University of Texas at Austin** Austin, TX May 2020

Bachelor of Science, Radio-Television-Film, Moody College of Communication Minor: Business

## SKILLS

- Bilingual: Fluency in Spanish, English, basic knowledge in French
- IT Software: MS Office Suite (Word, Excel), G-Suite, Dropbox, Adobe Suite, E-mail, iOS Software, Phone Call Systems
- Data Analysis and Social Media
- Strong Communication Skills, Teamwork, Organizational Skills
- Editing in Avid, Final Cut Pro, Adobe Premiere Pro, Adobe Photoshop, Adobe Illustrator iMovie, Unreal Engine
- Camera Proficiency: Arri Cameras, Canon C100/300, Sony FX6, FX7, FX9, F5, Sony a7S ii, Sony Fs5, BlackMagic Ursa Mini Pro, Panasonic Ultra HD
- Studio Photography and Video Production
- Zoom, Microsoft Teams