

Andrew Cabrera

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WORK EXPERIENCE

Yoh, A Day and Zimmermann Company

Feb. 2025 – Present

Retail Training Content Creator

San Diego, CA

- Contract video editor for Sony Electronics in charge of creating training videos for international Sony retailers.
- Created 15+ training videos under strict deadlines that were distributed internally by Sony Electronics.

Carsey-Wolf Center

Sep. 2023 – Jul. 2024

Video Editor Intern

Santa Barbara, CA

- Created 20+ crowdfunding and social media videos for Santa Barbara Bucket Brigade.
- Factored prior video analytics in the creation of new content in order to strengthen performance.
- Collaborated directly with the Co-Founder/CEO of the organization under strict deadlines.
- Videos posted across YouTube, Instagram, and Facebook are still top performers with 15,000+ views.

NatureTrack Foundation

May. 2023 – Jun. 2023

Commercial Videographer

Santa Barbara, CA

- Managed the production of a crowdfunding video and interview to advertise the NatureTrack Film Festival.
- Collaborated directly with the Founder/Executive Director of the organization to bring their creative vision to life under strict deadlines.

City of Santa Barbara

Oct. 2022 – Jan. 2023

Social Media Content Creator

Santa Barbara, CA

- Creator of weekly newsreel series “Must Be SB” for Santa Barbara City Councilmember Oscar Gutierrez.
- Videos posted on Councilmember Gutierrez’s Instagram and TikTok accounts.
- Managed all facets of production under strict deadlines.

Sandlot Times

Jun. 2020 – Sep. 2022

Video Editor Intern

San Diego, CA

- Assisted the lead editor of the Sandlot Times YouTube channel to create content for Sandlot Times and professional skateboarder Ryan Sheckler’s social media channels.
- Videos garnered 43,000+ views.

EDUCATION

University of California, Santa Barbara

Sep. 2022 – Jun. 2024

Bachelor of Arts, Film and Media Studies (Honors)

Santa Barbara, CA

Palomar College

Aug. 2020 – May. 2022

Certificate of Achievement, Cinema Studies (Honors)

San Marcos, CA

CERTIFICATIONS & SKILLS

- **Certifications:** Google Ads Creative Certification Feb. 2025 – Feb. 2026
- **Technologies:** DaVinci Resolve, Sony digital camera operation, Microsoft Office Suite, computer literacy, iOS.
- **Skills:** Client relations, video data analysis, social media marketing, C-suite collaboration, media trends, managing deadlines, crowdfunding campaigns, content strategy, digital media, video production, post-production, project coordination and scheduling, cross-functional team collaboration, asset management.

Creative Portfolio: <https://81oog52002.wixsite.com/andrew-cabrera>