

# MARCELLA GARCIA



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Austin, TX

## PROFILE

A Senior Editor with expertise in live and post-production workflows across Enterprise and Entertainment. Skilled in creative problem-solving, strategic thinking, and delivering high-quality content under tight deadlines while fostering collaboration to meet creative goals.

## CORE SKILLS

Content Writing, Content Editing, Digital Editing, Digital Design, Editorial Writing, Editing Techniques, Enterprise Content Development, Graphic Design Concepts, Narrative Development, Project Management, Social Media Content, Storytelling, Television (TV) Production, Video Editing, Film Editing

## TECHNOLOGY

Avid, Avid ISIS, Avid Media Composer, Avid Unity, Adobe Premiere Pro CC, Adobe Photoshop CC, Adobe After Effects CC, DaVinci Resolve, DSLR, ENG, Dropbox, ScriptSync, Pages, MPEG Stream Clip – QuickTime 7, Windows and MAC OS, Microsoft Suite

## EDUCATION

**Bachelor of Arts in Technical Communication,**  
University of Texas at San Antonio (UTSA), 2006

## ORGANIZATIONS

**Member, The Motion Picture Editors Guild (MPEG),** a national labor organization, setting industry standards for excellence

## PROFESSIONAL EXPERIENCE

### Professional Editor

- Refine visual and editorial styles to align with creative vision, collaborating with Directors, Writers, and Producers to enhance narratives
- Apply strong storytelling instincts to structure content, identify impactful footage, and maintain viewer engagement
- Execute projects with a holistic understanding of the production process, leveraging experience as a Director, Shooter, Producer, and Editor

### Freelance Editor | Dotdash Meredith | 2019 – Current

*America's largest digital and print publisher reaches 200MM people monthly with intent-driven content for 40+ iconic brands like PEOPLE, Byrdie, and Investopedia.*

- Contributed to developing *The Tea* series, establishing a visual style and thematic direction, blending energetic style and subtle humor to align tone
- Overcame challenges working with a first-time host and sourcing appropriate Getty stock footage to match script events, ensuring a cohesive 9-minute video despite variable cinematic qualities
- Produced consistent visuals and graphics, including lower thirds and countdown pages, maintaining pacing, narrative flow, and comedic timing
- Delivered a successful final video that garnered 60k views, leading to a rare opportunity to pitch for a full-time position with the lead executive.

### Additional Editor | Assistant Editor | Hulu / FX and Peacock | 2020 – 2024

*Leading media companies delivering entertainment through streaming platforms, and original programming.*

- Edited a full editor's cut for a key episode, ensuring narrative cohesion and pacing
- Designed sound for SFX-heavy scenes, enhancing tone and emotional impact
- Delivered polished sequences under tight deadlines, earning praise from showrunner and Eps
- Collaborated with the lead editor, director, and producers to meet creative goals

### Editor | VOX Media | 2017

*An American news and opinion website specializes in explanatory journalism and extends its reach through a YouTube channel, podcasts, and a Netflix show.*

- Edited and optimized short-form digital content tailored for various social media platforms, ensuring engaging, platform-specific formats to maximize audience reach and engagement

### Editor / Producer / Shooter | Yelp | 2015

*An American company that develops the Yelp.com website and mobile app for crowd-sourced business reviews and operates Yelp Guest Manager.*

- Collaborated with clients (business owners) from pre- to post-production, aligning core messaging, story structure, and detailed production plans, creating high-quality, web and social media-ready videos