

## Ashley Canario

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### Education

**Bachelor of Science** – Broadcast Media Production

January 2016 - July 2018

Florida International University Miami, FL

**Minor** - Social Media Marketing

**Certificate** - Media Management

GPA 3.5

**Associates in Arts** – Mass Communications/Journalism

June 2013 - December 2015

Miami Dade College Miami, FL

GPA 3.2

### Work Experience

World Red Eye Digital Agency - Miami Beach, FL

September 2018 - Present

Freelance Photographer

- Build relationships using interpersonal communication skills and consulted with clients during pre-and post-production to meet their needs
- Effective when working under pressure and manages time efficiently
- Work efficiently and prioritize shoots to stay on schedule and in budget
- Ability to work both in a creative environment as well as a structured, process-driven one
- Process photos, edit and retouch images and restore photos using Adobe Photoshop programs
- Obtain clients and maintain a positive relationship to ensure future business
- Same night turn around photos edited
- Digital Photography
  - Clients I work with:
    - Art Basel 2018 – 2019
    - Nikki Beach Miami
    - Kiki on the River
    - Swan
    - Basement Miami
    - Prestige Imports
    - El Santo
    - Racket
    - Los Altos
    - Mini Bar – Miami Beach
    - Saks Fifth Avenue Bal Harbour
    - IIIPOINTS Festival
    - Chotto Matte
    - Ball and Chain
    - iLUV305
    - PAMM

- Bal Harbour Saks Fifth Avenue
- Frost Science Museum
- Komodo & Lounge
- The Little Lighthouse Foundation
- Groot Hospitality
- National YoungArts Foundation
- Miami Design District
- Annual SwimShow Trade Show – Miami Beach Convention

Alchemy Agency Brand Enhancement - Miami Beach, FL

October 2017 – Present

Freelance Photographer | Content Creator | Creative Director | Social Media

- Research audience preferences and discover current trends
- Create engaging text, image and video content
- Train co-workers to use social media in a cohesive and beneficial way
- Stay up-to-date with changes in all social platforms ensuring maximum effectiveness
- Design and develop layouts for marketing materials
- Responsible for incorporating current design trends into each unique layout to produce up-to-date style for each client
- Ability to work both in a creative environment as well as a structured, process-driven one
- Ensure creative alignment with branding and marketing strategies through design
- Support the team with daily platform management, including real-time posting and events
- Promote content on social networks and monitor engagement
- Coordinate with marketing and design teams to illustrate articles
- Bring and utilize effective visual ideas from conception to completion
- Create visual appealing media content for their social media accounts
- Sourcing and prepping images for projects
- Pre-Post video production/Video editing
- Same night turn around photos edited for Event Photography
- Digital Photography
  - Clients I work with:
    - Art Basel 2017 - 2019
    - Delano South Beach
    - Shaq's Fun House 2018 & 2019
    - Shore Club South Beach
    - La Fête Rose
    - SLS Brickell
    - SLS LUX Brickell
    - Anatomy
    - Prestige Imports Lamborghini Miami
    - Diez Y Seis Restaurant
    - Fi'lia Restaurant
    - Leynia
    - Lobster Bar Sea Grille
    - Byblos Miami
    - Jezebel Bar + Kitchen
    - Global Pro
    - Boich Family Cellar

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Nikki Beach Miami – Miami Beach, FL

2018 -Present

In-House Photographer Event Photographer/ Food Photography

- Build relationships using interpersonal communication skills and consulted with clients during pre-and post-production to meet their needs
- Process photos, edit and retouch images and restore photos using Adobe Photoshop programs
- Capture subject in commercial-quality photographs with artistic ability
- Producing promotional media content for their social media accounts / website
- Same day turn around images edited

To Benefit The Buoniconti Fund To Cure Paralysis – Miami FL

2018 -Present

In-House Photographer / Event Photography

- Build relationships using interpersonal communication skills and consulted with clients during pre-and post-production to meet their needs
- Process photos, edit and retouch images and restore photos using Adobe Photoshop programs
- Capture subject in commercial-quality photographs with artistic ability
- Producing promotional media content for their social media accounts
- Same day turn around images edited

Ohcanario LLC Freelance Photographer | Videographer

2016 - Present

Creative Content Director in Lifestyle, Portfolio Branding, Film, Music, Fashion,  
Event Photography

- Build relationships using interpersonal communication skills and consulted with clients during pre-and post-production to meet their needs
- Process photos, edit and retouch images and restore photos using Adobe Photoshop programs
- Capture subject in commercial-quality photographs with artistic ability
- Film and edit various video shoots and on-location
- Finished videos are used for promotional purposes
- Obtain clients and maintain a positive relationship to ensure future business
- Conduct interviews with various individuals for content-based media
- Shot and edited live events, keynote speakers and shows
- Work efficiently and prioritize shoots to stay on schedule and in budget

Shopviixen – Luxury Rental Dress Boutique | Social Media Content Creator - Miami, FL

September 2018 - Present

Social Media Management, Photographer + Videographer

- Process photos, edit, retouch images and restore photos using Adobe programs
- Work efficiently and prioritize shoots to stay on schedule and in budget
- Maintain a positive relationship to ensure future business
- Film and edit various video shoots and on-location
- Curate/design original graphics used for stories to help promote the business
- Organize and plan ahead feed using original content

- Administrate the creation and publishing of relevant, original, high-quality content (for all channels and ads)
- Monthly Moldboard planning for each collection (consist of stylized shoot, moods, hair + makeup inspirations, location scouting, jewelry.)
- Digital Photography + Videography for posts/story/website/email blasts usage
- Monthly Content preparation for both social media platforms + website content
- Planning ahead and scheduling content using specialized apps that register the best analytics to ensure the highest reach of audience
- Engage with audience providing customer service experience when commenting on posts/stories to reach full potential and create a community of loyal followers to help spread the word about brand/product on social media while cultivating leads/sales
- Setting goals each month to ensure staying on track with companies desires and goals
- Curate original and authentic captions for posts
- Stay current with new trends as well as stay on brand when creating stories
- Analyze key metrics and tweak strategy as needed
- Monitor trends in social media tools, applications, channels, design and strategy
- Display in-depth knowledge and understanding of social media platforms
- Practices superior time management
- Maintain a working knowledge of principles of SEO including keyword research and Google Analytics. Highly knowledgeable in the principles of “Search and Social.”
- Possessing great ability to identify potential negative or crisis situation and apply conflict resolution principles to mitigate issues.

Topgolf Doral Miami, FL

January 2019 – June 2019

Bay Host/Server

- Provide best-in-class service with hospitality for our Guests
- Ability to work in a fast-paced environment
- Knowledge of the menu and ability to serve with outstanding attention to detail
- Engage with Guests and ensure that are well cared for at all times
- Suggest Premium menu items enhance the Guest’s experience and maximize sales
- Keep smiling, make eye contact and maintain positive body language
- Assist Guest in understanding and enjoying the game – including the safety rules

Starbucks Miami, FL

April 2014 – March 2018

Barista/Certified trainer

- Building professional relationships with customers and coworkers using interpersonal communication
- Effective when working under pressure and manages time efficiently
- Maintain regular and consistent attendance and punctuality
- Ability to work as an individual as well in a fast-paced team environment
- Assist with new partner training by positively reinforcing successful performance

Academic Video Services FIU Miami, FL

October 2016 – January 2018

Production Assistant/Camera Operator

- Responsible for providing administrative and organizational support to senior production staff prior to, during and after production
- Undertake errands as assigned and work effectively under pressure
- Assisted in organizing the events with lights, props, equipment etc.

- Worked in collaboration with staff to produce a variety of video products for broadcasting, webcasting, video streaming.
- Post-production tasks including reviewing footage, making editorial decisions, video transcoding, rough cuts, audio adjustment, color correction, and final editing using Final Cut Pro software
- Made video products available in a variety of formats

### **Music/Festival/Projects/Internships**

BaseCamp at Magic City Grand Opening VIP Viewing Festival Grounds, Little Haiti, Miami, FL      December 2019  
Media - Photographer

- Captured stills of Lifestyle/POV/Culture/Food on grounds
- Superior creative skills and sense of artistic visuals that help to develop visually appealing photographs
- Processed photos, edit and retouch images and restore photos using Adobe Photo programs
- Produced promotional media content for their social media accounts
- Same night turn around photos edited

Rum & Bass Major Lazer Art Basel with Bacardi, 1 800 Lucky Wynwood Miami, FL      December  
2019  
Media - Photographer

- Assigned shooting stills of Artists/lifestyle/POV/Culture on grounds
- Superior creative skills and sense of artistic visuals that help to develop visually appealing photographs
- Processed photos, edit and retouch images and restore photos using Adobe Photo programs
- Produced promotional media content for their social media accounts
- Same night turn around photos edited

Riptide Music Festival Powered by Ford, Fort Lauderdale Beach, FL      November 2019  
Media - Photographer

- Assigned shooting Artists on festival grounds
- Superior creative skills and sense of artistic visuals that help to develop visually appealing photographs
- Processed photos, edit and retouch images and restore photos using Adobe Photo programs
- Produced promotional media content for their social media accounts
- Photos edited and on-location
- Same night turn around photos edited

Swerve Presents – Mac Ayres Juicebox Tour Show – Floyd Miami, FL      November 2019  
Media - Photographer

- Capture Ambient/Artist Performance shots during event
- Process photos, edit and retouch images and restore photos using Adobe Photoshop programs
- Produced promotional media content for their social media accounts
- Same night turn around photos edited

Camila Cabello Private Concert Production shot for Verizon – Filmore Miami Beach, FL      October 2019  
Media - Photographer

- Capture all Verizon Promotional signage Graphics/Ambient/Artist Performance shots during event
- Process photos, edit and retouch images and restore photos using Adobe Photoshop programs
- Produced promotional media content for their social media accounts
- Same night turn around photos

Villa One Tequila Campaign shoot with Avant Garde Media - Second Shooter  
Vizcaya, The Edition Hotel Miami Beach, South Beach– Miami, FL

September 2019

- Capture subject in commercial-quality photographs with artistic ability
- Work efficiently and prioritize shoots to stay on schedule and in budget
- Product placement preparations and making sure the shoot is aligned with the mood board provided
- Helped creatively direct the models to ensure the right mood for the specified location/mood board
- Process photos, edit and retouch images and restore photos using Adobe Photoshop programs

DJ Irie Weekend XV Celebrity Topgolf Tournament – Miami, FL  
Media - Photographer

July 2019

- Capture ambient/lifestyle/celebrities/sponsor shots during event
- Process photos, edit and retouch images and restore photos using Adobe Photoshop programs
- Produced promotional media content for their social media accounts

RubyLove Formally Known as PantyProp Campaign shoot with Dearest Creative Agency – Main Shooter  
Wynwood, Ocean Drive, South Beach – Miami, FL

April 2019

- Primary Shooter for the summer revamp campaign shoot.
- Two – day campaign Miami, FL
- Assisted in capturing lifestyle product shots in all action type of shots
- Process photos, edit and retouch images and restore photos using Adobe Photoshop programs
- Capture subject in commercial-quality photographs with artistic ability
- Work efficiently and prioritize shoots to stay on schedule and in budget
- Product placement preparations and making sure the shoot is aligned with the mood board provided

Disclosure – Space Miami, FL  
Media - Photographer

May 2019

- Capture ambient/lifestyle/celebrities/ shots during event
- Process photos, edit and retouch images and restore photos using Adobe Photoshop programs
- Produced promotional media content for their social media accounts
- Same night turn around photos edited

DJ Arak Memorial Day Weekend Rhythm and Vine Garden | Vacostudio – Miami, FL  
Media - Photographer

May 2019

- Capture ambient/lifestyle/celebrities/ shots during event
- Process photos, edit and retouch images and restore photos using Adobe Photoshop programs
- Produced promotional media content for their social media accounts

SunnyD Summer New Flavor LTO Campaign shoot with Marketing Agency Sunflower Group at The Confidante – Main Shooter – Miami Beach, FL

March 2019

- Second Shooter for the summer campaign shoot.
- Assisted main photographer in capturing lifestyle product shots in the pool side/deck of the hotel
- Process photos, edit and retouch images and restore photos using Adobe Photoshop programs
- Capture subject in commercial-quality photographs with artistic ability
- Work efficiently and prioritize shoots to stay on schedule and in budget
- Product placement preparations and making sure the shoot is aligned with the mood board provided

Shaq's Fun House Festival, Wynwood Miami, FL

March 2018 - 2019

Media - Photographer

- Captured stills of Artists/Portraits/lifestyle/POV/Culture on festival grounds
- Superior creative skills and sense of artistic visuals that help to develop visually appealing photographs
- Processed photos, edit and retouch images and restore photos using Adobe Photo programs
- Produced promotional media content for their social media accounts
- Filmed and edited various video and on-location

iiiPOINTS Art, Music and Technology Festival, Wynwood Miami, FL

October 2016 - 2019

Media - In-House Photographer

- Superior creative skills and sense of artistic visuals that help to develop visually appealing photographs
- Processed photos, edit and retouch images and restore photos using Adobe Photo programs
- Produced promotional media content for their social media accounts
- Filmed and edited various video shoots and on-location
- Finished videos are used for promotional purposes
- Assigned shooting Lifestyle/Artists/Culture and Art installations on festival grounds

“Side Effects “by The Chainsmokers ft. Emily Warren Starting Camila Mendez Music Video Columbia Records  
filming at Shore Club – Miami Beach, FL August 2018

- Assisted in shooting BTS short video of cast/crew/set design/production.
- Assisted in shooting BTS photos of Shore Club South Beach Property
- Digital/Film Photography of set design, crew, property, cast members

Campus life photographer - FIU Miami, FL

August 2017 – December 2017

Internship | Photographer/Editor

- Show up to key events and capture the experience in each event
- Retouch photos and upload photos onto schools Flickr account
- Experienced at using the photography equipment's including the camera, lights, stands etc.
- Highly patient in work and ability to work for extra hours till the best quality photographs are captured

This & That with Cats Miami, FL

January – February 2017

Videographer/Photographer/Editor

- Produced promotional media content for their social media accounts
- Micromanaged the progress of the project from production to post production
- Edited the Kickstarter video using Adobe Premiere
- Photographed the process of the Kickstarter Project

Media Party Miami, Fusion Media Network Miami, FL

February - April 2016

Producer/Media Director/Content Creator

- Produced promotional media content
- Edited promotional content footage using Final Cut Pro & Adobe Premier software
- Conducted interviews and profiles for the contributors and speakers
- Micromanaged the progress of the project from production to post production
- Worked with the editorial team to prepare and create "B-roll" footage for video contents
- Published, organized and optimized media on websites such as YouTube, Facebook, Instagram and other social media platforms

FIU Diario For Cuba Wynwood Art District Miami, FL

May – June 2016

Video Editor/Photographer/Videographer

- Photographed Artist's work in Wynwood
- Assembled the raw footage, sound, photos and synchronize them accordingly
- Edited content footage using Adobe Premiere

The Reporter Miami, FL

August 2014 – May 2015

Sports Photographer/Writer

- Photographed specific all-star players at various sporting events throughout the year
- Photographed ceremony events using Nikon DSLR
- Researched through phone interviews for brief column assignments

**Summary of Qualifications**

Bilingual in English & Spanish	Digital Photography
Adobe Photoshop	Content Creator
Adobe Lightroom	Self-Management
Adobe Premier	Social Media Marketing
Final Cut Pro	Interpersonal Communication
Microsoft Office	Team Building