

VICTOR PALACIOS

 vic.palacios@outlook.com  323.336.7468  victordpalacios.com  <http://linkedin.com/in/vic-palacios>

EDUCATION

University Of Southern California, Annenberg School for Communication and Journalism, Los Angeles, CA **2026**
Master of Science, Digital Media Management, Summa cum Laude GPA: 3.9
California State University, Northridge, Los Angeles, CA **2024**
Bachelor of Arts, Communication Studies
Santa Monica College, Santa Monica, CA **2023**
Associate in Science, Computer Science / Associate in Arts, Social and Behavioral Science / Associate in Arts, General Science

PROFESSIONAL EXPERIENCE

Self-Employed | Freelance Multimedia Producer **2024-Present**

- Produced and assembled short-form and branded video content in Adobe Premiere Pro, generating 120K+ total social impressions across multiple client campaigns.
- Directed and shot visual stills using Sony equipment and 35mm film equipment, crafting narrative-driven visuals for weddings, real estate, and lifestyle content. Enhanced and compiled photos using Adobe Lightroom.
- Curated the Best of Analog film-photography gallery on Instagram, cultivating an online community that celebrates the artistry, storytelling, and feeling of analog media.
- Collaborated with clients to translate creative briefs into engaging visual campaigns, ensuring brand voice alignment and consistent messaging.

USC Annenberg Media | (Dímelo) Director / Writer / Digital Media Producer **2025-2026**

- Directed live studio broadcasts for InformaTV using Ross Overdrive and Inception, leading teams of anchors and producers to deliver polished, broadcast programming.
- Produced and assembled bilingual digital news packages in Adobe Premiere Pro to make technology and culture stories accessible and engaging for Spanish-speaking audiences.
- Wrote and published digital features and listicles spotlighting Hispanic-owned businesses, advancing representation and cultural awareness in media.
- Collaborated with producers and production teams to ensure accuracy, proper pacing, and a strong narrative flow in every news show segment.
- Appeared and produced a short-form digital news content about technology in Spanish.

CHIRP Los Angeles | Digital Engagement Specialist **2022-2024**

- Designed and delivered weekly digital newsletters promoting housing, food, and health resources, empowering underserved communities through clear and accessible communication.
- Developed branded visual templates in Canva to elevate CHIRP LA's digital identity and improve content consistency across campaigns and media platforms.
- Grew social media following from 4K to 10K by developing consistent social media posts that connected community members with resources and assistance.
- Coordinated internal documentation and data tracking for housing assistance programs, supporting monthly reporting and organizational accountability.
- Maintained organized records of calls, emails, and walk-ins, facilitating cross-team communication and efficient follow-up with community members.
- Assisted with logistics and coordination for community resource fairs and public-facing initiatives, working across internal teams and external partners.

LEADERSHIP

USC Grace on Campus | Media and Marketing **2025-2026**

- Manage visual content for GOC events by capturing digital and film photography, creating marketing content, such as videos and weekly story updates, to enhance user engagement, and building a following on Instagram (@uscgoc).

SKILLS

Language: (Bilingual) Fluent in Spanish | Computer: Microsoft Office Suite, Canva, Adobe Lightroom, and Premiere Pro. Analytics Tools, such as Google Analytics and Mailchimp. | Media: Photography and Videography.

CERTIFICATION

Digital Video Using Adobe Premiere Pro | USC Annenberg School for Communication and Journalism **May 2025**