


DANIELA BAEZ

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WORK EXPERIENCE

IBM

Video Producer, Blue Studio 1/2026 – Present

- Lead operations for IBM's NYC studio, overseeing inventory, technical systems, and studio readiness for executive and marketing productions.
- Produce video content across studio, office, and on-location environments, operating full production systems including audio, lighting, video wall, teleprompter, and control room.
- Execute high-visibility executive livestreams and events
- Capture interviews, event coverage, and marketing storytelling at conferences and field locations
- Troubleshoot technical issues in real time and integrate emerging AI-assisted tools to improve creative quality, workflow efficiency, and overall production scalability.

Podcast & Video Producer 5/2025 – 1/2026

- Led the C-Suite *Transformers* podcast, managing guest outreach, production schedules, staging, and social clip selection for episodes reaching ~30K YouTube views.
- Launched and produced *Techsplainers*, owning the full production pipeline from pre-production and talent selection through recording, editing, and platform scheduling of over 100 episodes.
- Executed onsite A/V productions end-to-end, covering producing, shooting, directing, and teleprompter operation while designing and documenting workflows.
- Built Airtable systems to track video requests, streamline workflows

Northwell Health | Ryan Seacrest Foundation 7/2023 – 5/2025

Multimedia Producer, Seacrest Studios

- Managed technical and creative operations for Seacrest Studios, overseeing live and pre-recorded programming for the hospital's broadcast media center
- Produced high-resolution photos, videos, and vertical content of celebrity visits, events, and daily programming
- Delivered fast-turnaround content for social platforms, press releases, and internal communications, ensuring consistent brand alignment
- Trained and managed interns in multimedia production and studio operations

Live X | Expect Fitness 4/2023 – 6/2023

Technical Director (Freelance)

- Directed a three-camera studio setup, producing 180 workout videos for the Expect Fitness app

SiriusXM 10/2019 - 3/2023

Technical Director/Production Assistant, Video Programming

- Directed multi-camera productions for talk shows, podcasts, and town halls
- Collaborated with cross-functional teams to optimize video quality across studio, remote, and field environments

TECHNICAL SKILLS

Premiere Pro, Audition, Photoshop, Lightroom, Avid Media Composer, CapCut, Riverside, Zoom, vMix, Tricaster TC1, Blackmagic switchers, SAS audio console, PTZ cameras, VoxPro, Frame.io, Airtable, Spanish (Fluent), French (Fluent)

EDUCATION

Santa Clara University – Bachelor of Arts in Communication, Digital Filmmaking Emphasis