

Zayda Exeliz Santizo

Development | B.A Film & Media

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EXPERIENCE

Yes, Norman Productions — Coordinator

JULY 2021 - PRESENT

Read books, scripts, and articles for scripted and nonscripted projects

Take notes, help with pitch scripts, give feedback on scripts

Take generals with writers, producers, creative executives, reps

Universal Pictures — Creative Content Manager

NOVEMBER 2018 - JULY 2021

Improved our team's short-form, nontraditional BTS digital content

Aid in the production of special events such as the F9 trailer launch concert in Miami, FL, and the Livestreamed Premieres

Work hand in hand with publicity for all their creative needs throughout the campaign

Read all scripts for the upcoming slate to understand the story that we are selling and ideate as early in the campaign as possible

DreamWorks TV — Content Manager

JANUARY 2018 - NOVEMBER 2018

Oversaw all OTT and YouTube channel marketing and programming from strategy to launch

Worked with Creative Directors to improve their shows based on comments and performance

Universal Pictures — Multicultural Coordinator

JUNE 2016 - JANUARY 2018

Aided in the production of creative and original content that resonated with the multicultural audience [EXAMPLE](#)

Implemented an efficient way to keep track of our budget

Azteca TV — Digital Assistant

APRIL 2015 - JUNE 2018

Successfully built and executed a show for Fuerza Ford which won our first digital award for Top Integrated Marketing [VIDEO](#)

Increased digital syndication revenue by 54% with Hulu, 6% YOY by understanding our different audiences in each of our digital platforms

IMDb Credits

Fast 9 Miami Concert
(Associate Producer)

Backstock (Writer, Director,
Producer)

Into Place (Producer)

The Eyes (Writer)

Credits given under pen name Trixx Zee

AWARDS

Finalist in ISA Pitch Contest
2020

Semifinalist in
Scripts2Comics 2020

Semifinalist in TSL
Screenplay Competition 2020

Finalist in Sunscreen Film
Festival Short Film 2014

LANGUAGES

Spanish (fluent)

Japanese (beginner)