

Jose De La Roca

Broadcasting and Digital Media Specialist

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EXPERIENCE

AWSN & Black Belt — Content Operations & Video Specialist

April 2022 - PRESENT

I manage all aspects of video, broadcasting and distribution, including:

- Video Operations: Ingestion, uploads, downloads, encoding, formatting, editing, quality control (QC), subtitle (SRT) creation, trailer production, and artwork preparation.
- AWSN Broadcasting: Oversee channel operations, scheduling, live broadcast operations, AWS S3 bucket file management, CMS ingestion, content downloads, and live recordings.
- Distribution Specialist: Executed programming schedules and managed content for CTV platforms and FAST channels. Coordinated content delivery, handled rights clearances, and collaborated with cross-functional teams.
- Storage & Archives: Maintain and organize video assets and long-term archival storage.
- Black Belt Podcast: Podcast Lead production, editing, and publishing.
- Team Support: Act as the go-to person for assistance with editing, operations, and coverage during staff absences or holidays.

USC Athletics, — Audio Producer

August 2019 - PRESENT

Produced and managed all audio play-by-play highlights, multi-feed recordings, and content delivery to radio affiliates. Organized and maintained USC's extensive audio highlights archive on Google Drive and other long-term storage, ensuring asset accessibility and integrity.

EDUCATION

Glendale College, Glendale CA — AA Theater Arts

September 2001 - July 2005

Google Career Certificate — Digital Marketing & E-commerce

Jan 2024 - April 2024



SKILLS

Social Media Management.

Email Marketing.

Skilled in Final cut and Premiere Pro.

S-E-O Strategies.

Skilled in Google Drive and AWS Storage.

Google Analytics.

Highly creative and multitasker.

Live Broadcast Specialist

AWARDS

Best Board Operator,

Univision. I was part of the number one morning show in the country with an audience of 40 million listeners across 60 US markets.

LANGUAGES

Se habla Español