

# Sabrina S. Rotella

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## MEDIA PRODUCTION ADMINISTRATIVE PROFESSIONAL

*~ Solid Experience in Administration and Media Production Support ~*

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Detail-oriented and versatile professional with extensive experience in supporting media production. Documented success in the implementation of programs, problem solving and creative "out-of-the-box" solutions. Unique ability to communicate with people from diverse professional, ethnic, and socio-economic backgrounds. Well known for consistently giving 110% to get the job done properly.

### KEY COMPETENCIES

- Confident Communicator
- Program Development
- Problem Resolution
- Program Facilitation
- Research and Analysis
- Staff Development

### Professional Profile

- Demonstrated ability to handle multiple tasks, providing motivation, training, and leading by example. Utilize sound judgment when making decisions. Enthusiastic, clear and concise. Good listener.
- Skilled in developing strong rapport with staff members through individual consultation, resulting in increased efficiency, cohesion and team loyalty. Well organized and detail oriented.
- Adept and experienced in problem solving and providing solutions. Excellent qualifications in leadership and interpersonal communications.
- Excel at taking complex material and simplifying it for proper user understanding. Persistent and determined with a high degree of personal integrity.

## PROFESSIONAL EXPERIENCE

### PA BOOTCAMP-Sherman Oaks, CA

trained in set p.a and office p.a work, organizing, call sheets and all facets

of working with a production crew

**September 5, 2002 –  
2010**

### Rita's Catering

**Administrative Assistant/Coordinator** – Westlake Village, CA

- Communicated with the public, presented positive image, scheduled catering.
- Sold services of company and ensured high quality of work.

### Planet Grande Pictures

**Production Assistant** – Malibu, CA

**Free lance 2000 –  
2002**

- Worked on several projects assisting office managers, answering phones, organizing/cataloging shows.
- Ensured efficient functioning of office and presented positive organizational image.

### GRB Entertainment

**Producer's Assistant** – Sherman Oaks, CA

**August 10, 2001 –  
September 8, 2001**

- Read scripts, set appointments and assisted producer in all areas.

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- Combined creative, editorial and administrative duties.

Additional Employment

**Receptionist** ♦ Regency Lighting ~ Van Nuys, CA - February 10, 1999 –July 20, 2000

- Interacted with clients, answered phones, filed and administered office.

**Owner/Manager** ♦ Piccola Roma ~ Woodland Hills, CA – June 10, 1997 – February 3, 1999

- Sold services, managed P&L, catered parties and events, supervised personnel.

**Production Assistant** ♦ HBO Taxicab Confessions ~ Los Angeles – August 15, 1996 –May 23, 1997

- Office operations, faxing, filing, telephone reception.

**Receptionist** ♦ Syndicate Salon ~ Encino, CA - September 10, 1993 – August 6, 1996

- Answered phones, made appointments, ran errands.

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**EDUCATION**

**Academic studies at Pierce Junior College and Moorpark College**

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**SOFTWARE SKILLS**

MS Office Word ▪ Email/Internet