



CONTACT

Email carlson.angelica@gmail.com

Phone 219-229-4803

Website angelicacarlson.com

REFERENCES

Thad Donovan | President

Smith Donovan Video

thad@smithdonovan.com

Kyle Murphey | Creative Director

In Focus

kyle@infocus.video

Janet Bloch | Executive Director

Lubeznik Center for the Arts

jbloch@lubeznikcenter.org

Please contact me via email for
reference's phone numbers

SOFTWARE & EQUIPMENT

- Adobe (Premiere, After Effects, InDesign, Photoshop)
- Final Cut
- Davinci Resolve
- Cameras: Sony FX6 & Sony a7iv

SKILLS

- Strong organizational skills
- Self-starter
- Communicates effectively
- Ability to manage multiple projects
- Ability to learn and adapt quickly
- Works efficiently independently or within a team.

AWARDS

AICE Chicago Camp Kuleshov 2011

Tent City Category

Honorable Mention Award

INTERNSHIP

THE COLONIE

Post-production House

Chicago, IL | Sept. – Dec. 2011

EDUCATION

COLUMBIA COLLEGE CHICAGO

Chicago, IL | Class of 2011

Bachelor of Arts – Film & Video

GPA: 3.5

Passionate about digitally weaving together impactful stories that inspire change and invoke empathy. My toolkit comes with over a decade of filmmaking experience working with non-profits, government agencies, and tourism bureaus.

EXPERIENCE

VIDEO PRODUCTION SPECIALIST | NORTHSORE HEALTH CENTERS

Portage, IN (hybrid) | Nov. 2023 – present

- Write scripts, outlines, and questions for short-form documentary style videos and commercials
- Schedule and coordinate production times with interview subjects and volunteers
- Collect and distribute release forms
- Secure location sites for filming with appropriate personnel
- Film video content independently including – camera setup, lighting, and audio equipment
- Edit footage for various digital platforms including broadcast, OTT, social media, and web
- Sync audio and color correct footage using LUTs
- Create motion graphics that integrate NorthShore's branding
- Maintain and prep video gear and ensure proper backup of media

VIDEO STATISTICS

2,400% increase in viewer engagement on paid social campaigns after replacing static ads with video ads through my recommendation

70,000 impressions with targeted paid video campaigns

1.2K views organically on social media

100,000 impressions with monthly OTT and PreRoll campaigns

90,000 views with monthly OTT and PreRoll campaigns

VIDEO EDITOR & PRODUCER | SMITH DONOVAN VIDEO

Chesterton, IN (hybrid) | July 2016 – Nov. 2023

- Create project management systems to ensure tasks were completed by deliverable due dates
- Schedule shoots and coordinate times with talent and crew
- Secure location permission to film and manage release forms
- Write scripts and outlines
- Operate second camera and assist on-set as needed
- Injest footage and audio in post-production software
- Sync and mix audio, color correct utilizing LUTs, gather stock music and photos
- Edit footage together to create compelling short and long form stories for web, social media, and broadcast
- Keep client branding consistent throughout videos
- Implement client feedback and deliver final cut

VIDEO STATISTICS

145,000 views on YouTube – Indiana Dunes: *Beaches & Beyond* promo

63,000 views on Facebook – Michigan City, IN: *Create Play Repeat* campaign

53,000 views on YouTube – Indiana Dunes: *Outdoor Adventures* promo

\$200,000 raised for Opportunity Enterprise 2018 gala

ADDITIONAL VIDEO EDITOR | NO ONE ASKED YOU

Feature documentary directed by Ruth Leitman

Chicago, IL (remote) | Oct. 2021 – Feb. 2022

Finesse, shorten, reorder, update and create scenes including an emotionally captivating scene with Pink House Defender, Derenda Hancock. This documentary follows Lizz Winstead and her non-profit, Abortion Access Front, and features the Pink House which was the abortion clinic at the center of the Dobbs v Jackson Supreme Court case. Since being released this documentary has **won six awards**.

VIDEO EDITOR | IN FOCUS (Formerly Crosscurrent Media)

Michigan City, IN (remote) | May 2021 – Nov. 2023

- Ingest and organize footage in Adobe Premiere
- Create rough assemblies based on outlines and scripts
- Mix audio, color correct, and create graphical placeholders
- Implement client feedback and deliver final cut
- **Clients:** Healthcare Foundation of LaPorte (COVID Vaccine Campaigns), Chesterton Art Center, Tonn & Blank, Lubeznik Center for the Arts, and Michigan City Area Schools.

ASSISTANT EDITOR & DIGITAL IMAGING TECHNICIAN | GIRLS OF SUMMER

Feature film directed by John Hancock

LaPorte, IN | Aug. 2018 – Sept. 2018

Transfer footage from SD cards to hard-drives while on-set and duplicate all footage onto backup drives. Create dailies in DaVinci Resolve for director to review. Sync audio and organize footage in Avid for head editor.

MARKETING SPECIALIST | LUBEZNIK CENTER FOR THE ARTS (LCA)

Michigan City, IN | Jan. 2014 – April 2016

- Photograph events, classes, and exhibit openings
- Manage and produce content for social media pages
- LCA saw a **45% increase** in followers on Facebook over a two year period after I implemented a new social media strategy.
- Design and write content for printed materials – postcards, brochures, flyers, ads, etc.
- Develop content for e-newsletters through Constant Contact
- Write press releases and maintain press relations
- Provide timely web updates to webmaster
- Film and edit videos for fundraisers and grant applications

DIRECTOR, PRODUCER, & EDITOR | SELF-EMPLOYED

Michigan City, IN | March 2012 – March 2018

- Write contracts
- Collaborate with clients on vision for video
- Schedule interviews with subjects
- Develop interview questions
- Film interviews and b-roll footage
- Mic interview subjects
- Set up lighting
- Create and collect release forms
- Ingest footage, assemble roughcuts, color correct, mix audio, add stock music, and create graphics
- Implement client feedback into final edit
- Deliver final cut
- **Clients:** Artspace, LaPorte County Animal Shelter (*Jane Benard Animal Adoption Center*), Legacy Foundation, Michigan City Women's Commission, Lubeznik Center for the Arts, and several contemporary artists (*Edwin Shelton, Sadie Bridger, and Jozef Sumichrast*).

VIDEO STATISTICS

\$40,000 raised for Lubeznik Center for the Arts annual gala in 2015

2015 Prudential Leadership Award winner for Exceptional Nonprofit Boards which included a \$15,000 grant for Legacy Foundation. I produced the video that was submitted with the application.

VOLUNTEER WORK

CO-CHAIR OF THE MARKETING COMMITTEE | MICHIGAN CITY MAINSTREET ASSOCIATION (MCMA)

Michigan City, IN | Sept. 2016 – Sept. 2018

- Assist in the development of the 2018 Marketing and Social Media Plan
- Work with committee members to plan and execute promotion of various MCMA events
- Assist in social media management and content creation
- Assist in producing and editing promotional videos
- Write and distribute press releases regarding MCMA events