



CONTACT

Email carlson.angelica@gmail.com

Phone 219-229-4803

Website angelicacarlson.com

REFERENCES

Thad Donovan | President

Smith Donovan Video

O: 850-738-4336

C: 219-617-8918

thad@smithdonovan.com

Kyle Murphey | Creative Director
In Focus

C: 219-877-8628

kyle@infocus.video

Janet Bloch | Executive Director
Lubeznik Center for the Arts

O: 219-874-4900 Ext. 201

C: 219-916-1647

jbloch@lubeznikcenter.org

SOFTWARE & EQUIPMENT

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

SKILLS

- Strong organizational skills
- Strong attention to detail
- 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 in the viewer. 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

- Compile documentary-style footage into compelling stories for both long and short-form video content
- Resize, retime, and create closed captioning 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
- Ensure proper backup of media
- Write scripts, outlines, and questions for short-form documentary style videos and 30-second commercials
- Schedule and coordinate production times with interview subjects and volunteers
- Film video content independently including, camera setup, lighting, and audio equipment

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

- Ingest footage and audio in post-production software – Final Cut and Davinci Resolve
- Sync and mix audio, color correct utilizing LUTs, gather supporting stock music and photos
- Scrub through raw footage to pinpoint the most emotionally provoking soundbites
- Edit footage together to create compelling short and long form stories for web, social media, broadcast, and fundraisers
- Create project management systems to ensure tasks were completed by deliverable due dates
- Worked on videos for various non-profits, the Indiana Dunes National Park, economic development initiatives, universities, and more.

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

Provided additional editing assistance by finessing, shortening, reordering, updating, and creating 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 its release, 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
- Injest 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