

ANGIE CARLSON

angelicacarlson.com

carlson.angelica@gmail.com

Summary

Video Producer/Editor with over a decade of experience working on short documentaries, commercials, and social media videos

Experience

VIDEO PRODUCER, NORTSHORE HEALTH CENTERS; (HYBRID) PORTAGE, IN 46368 – 2023 TO PRESENT

- Conceptualize ideas for videos utilizing current trends in health to write scripts, outlines, treatments, questions, and shot lists
- Film interviews with providers, patients, and other staff members
- Edit footage into compelling narrative-driven documentary-style videos and export for various distribution, including paid social media ads, NorthShore's website, YouTube, broadcast, and OTT
- Paid social media video campaigns have reached over 145,000 impressions
- Monthly OTT and PreRoll campaigns have reached over 135,000 views
- Organic social media videos have received 1,200 views on social media
- Brainstorm and collaborate with marketing, communications, and other departments within the organization on video ideas
- Work with outside media partners on external video projects for the organization

VIDEO PRODUCER & EDITOR, SMITH DONOVAN VIDEO; (REMOTE) CHESTERTON, IN 46340 – 2016 TO 2023

- Participated in brainstorming meetings with clients and offered creative solutions to their video needs
- Wrote scripts, outlines, and shot lists for client videos
- Edited and assembled raw video footage into short and long-form videos for web, social media, broadcast, and fundraising events
- Fundraising video created for Opportunity Enterprises raised over \$200,000
- Indiana Dunes Tourism commercial, *Beaches and Beyond*, received 149,000 views on YouTube
- Michigan City, IN: *Create, Play, Repeat* campaign video received 64,000 views on Facebook

Education

Columbia College Chicago, Chicago, IL 60605 — Bachelor of Arts in Film & Video, 2011

Skills

- Extremely organized and detail-oriented
- Ability to work in a fast-paced environment
- Team player with excellent interpersonal skills
- Video Storytelling and Scriptwriting
- Video Editing (including sound and color correction)
- Video Producing and Scheduling
- YouTube and Social Media Management
- Microsoft Office Programs
- Adobe Suite: Premiere, After Effects, Media Encoder, Photoshop
- Final Cut
- Davinci Resolve
- Cameras: Sony FX6 and Sony a7iv