

CARLY ROSENBERG

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Emmy Award-winning Multimedia Producer with over fifteen years of experience creating content, both long and short formats, for television and the web. A results-oriented professional who thrives in fast-paced environments. Proven ability to meet tight turnarounds and successfully manage a team. Recognized as a dedicated professional who can plan and deliver objectives within budget in a rapidly changing environment. Proven problem solver with a passion for technology and entertainment.

MULTIMEDIA EXPERIENCE

PROJECT MANAGER, Kontentreal, New York, NY 2015

Oversaw all aspects of post production for educational online course covering Global Public Health for the **United Nations Sustainable Development Network** (<http://unsdsn.org>).

- Created and maintained schedule
- Managed production team including editors and researchers
- Liaised with clients
- Provided feedback on content
- Ensured all deadlines were met.

PRODUCER, New York, NY

2012 – present

Creative content strategist and producer working with clients to built effective campaigns across multiple platforms.

- **Bacon Press Books:** Collaborate with managing editor to establish grassroots marketing campaign for digital publishing house. Design, produce and create web presence and content for various authors including Danny Wynn. www.dannynynn.net
- **EJ Chase Consulting:** Working with client on total redesign of his professional website to not only give it a modern, updated look, but to also now include analytics. www.ejchase.com
- **Direct Image and Design:** Produce videos for boutique advertising agency based outside of Philadelphia. Work with creative director and strategists to develop effective campaigns for various clients including Similasan, Splenda and Acuvue Oasys. Oversee all aspects of production including managing budgets, hiring all crew, preparing scripts, supervising edits, and acting as on-set point person for clients. Similasan videos can be seen here: www.youtube.com/playlist?list=PL3_vJQAnGpxpkjCWaFhRDUoDJGKaFUY4s
- **The Roadshow for Growth:** G.E. Capital and Slate's cross-country multi-million dollar marketing campaign to raise awareness for middle-market companies across America. Worked with marketing team to determine which assets to showcase and how best to tell each company's story. Produced, directed and edited all video content on the first leg of the journey. www.roadshow.slate.com
- **Healthline.com:** Wrote and produced marketing video demonstrating Healthline's multi-platform approach to educating consumers. Collaborated with marketing team to develop effective strategies for quelling children's fears of needles. Campaign includes a website and a mobile app. Marketing video can be found at: <https://vimeo.com/62082981>
- **GSW:** Strategic planner on pharmaceutical advertising campaign. Collaborated on pitch deck. Produced branding video included in pitch that captured tone of campaign.

TELEVISION EXPERIENCE

2001 – present

3AM, *Left/Right TV*
Senior Story Producer

SHOWTIME

The Million Second Quiz, *NBC*
Story Producer

NBC

Revealing: Extravagance, *Punched in the Head Productions*
Field Producer

SUNDANCE

Anderson, Telepictures/Warner Bros.
Field Producer

SYNDICATION

The Dr. Oz Show, Sony/Harpo
Field Producer

SYNDICATION

Follow Productions, New York, NY
Supervising Post Producer

FOOD NETWORK

- Oversaw and supervised all aspects of post-production for six series including *Road Tasted with the Neelys* and *Paula's Party*.

Dr. Phil Show, CBS/Paramount
Segment Producer

SYNDICATION

Secret Talents of the Stars, Robyn Nash Productions
Producer

CBS

Ambush Makeover, Banyan Productions
Supervising Post Producer

FOX

Story House Productions, Washington, DC
Associate Producer

MSNBC

- Provided production support on two documentary film produced for National Geographic Productions. *Blinding Horizons* and the Emmy-nominated *Holy War Inc.*

STUDIO/NETWORK EXPERIENCE

Village Roadshow, Los Angeles CA
Development Assistant

2007

- Read scripts daily and wrote summaries and coverage.

Discovery Digital Networks, Silver Spring, MD
Production Assistant

1999 – 2000

- Reported to executive producer, Alex Stevens.

Sony Pictures Entertainment, New York, NY
Executive Assistant

1998 – 1999

- Assistant to co-presidents of Sony Pictures Classics, Tom Bernard and Michael Baker.

EDUCATION

New York Code and Design Academy

Certificate in Web Development

Studied Front end and Back End, including, HTML, CSS, JQuery, JavaScript and Ruby on Rails.

Columbia University, New York, NY

M.S. in Journalism

Emphasis in documentary production and business reporting.

Occidental College, Los Angeles, CA

B.A. in Philosophy and Psychology

AWARDS

Daytime Emmy

2010 & 2011

Best Informational Talk Show - The Dr. Oz Show

ADDITIONAL

Experienced in editing; **Avid, Final Cut, Adobe Premiere**

Thorough knowledge; **Microsoft Office, Photoshop, Protools, After Effects**

Experience in web development: **HTML, CSS, JQuery, JavaScript, Ruby on Rails, WordPress**