

CARLY ROSENBERG

PRODUCER/DIRECTOR OF VIDEO

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Emmy Award-winning video producer with over fifteen years of experience creating content for education, broadcast and the web. A detail-oriented professional with 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 rapidly changing environments. Dedicated problem solver with a passion for education and technology.

CORE COMPETENCIES

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| • Production - Long and Short format | • Conceptual Development | • Directing |
| • Writing & Scripting | • Budget Planning/Administration | • Non-linear Editing |
| • Interviewing Experts | • Complex Problem Resolution | • Team Building |
| • Manage Client Relations | • SEO | • Social Media |

DIGITAL EXPERIENCE

PROJECT MANAGER Kontentreal Films, New York, NY 2015 – present

Oversee all aspects of post-production for massive open online courses (MOOC) for the **United Nations Sustainable Development Network** (<http://unsdsn.org>).

- Manage production team, including editors, researchers, graphic designers and interns.
- Create and maintain production schedule.
- Liaise with clients both locally and internationally.
- Provide feedback on all creative content.
- Supervise online streaming of content to both Vimeo and YouTube.
- Coordinate deliverables, clearances, and media licenses.
- Ensure all deadlines are met.

MULTIMEDIA PRODUCER, New York, NY

2012 – present

Work with clients to build effective branding and marketing campaigns across multiple platforms.

- **Direct Image and Design:** Produced/Line Produced videos for boutique healthcare marketing agency based outside of Philadelphia. Worked with creative director and strategists to develop effective campaigns for various clients including **Similasan**, **Splenda** and **Acuvue Oasys**. Managed all aspects of production including created budgets, hired all crew, prepared scripts, supervised edits, and acted as on-set point person for clients. Similasan videos can be seen at: <http://bit.ly/18bWCu0>
- **Healthline.com:** Wrote, produced and directed animated 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>
- **Bacon Press Books:** Collaborate with managing editor to establish grassroots marketing campaign for digital publishing house. Design, produce and create web presence and SEO.
- **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 through short documentaries. Produced, directed and edited all video content on the first leg of the journey.
www.roadshow.slate.com

BROADCAST EXPERIENCE

STORY PRODUCER, Left/Right, New York, NY

2014

3am – SHOWTIME

3am is the soon-to-air documentary series co-produced by Dick Wolf for Showtime

- Culled thematic elements from large amounts of footage under extremely tight deadlines.
- Conducted interviews.

STORY PRODUCER , All Three Media/NBC, New York, NY The Million Second Quiz – NBC <i>The Million Second Quiz was NBC's 11-day Primetime, live, game show. Hosted by Ryan Seacrest</i> <ul style="list-style-type: none"> Collaborated with editors to quickly turn elements into cohesive videos for same-day air. Organized and managed the distribution of time-sensitive materials. 	2013
FIELD PRODUCER , Punched in the Head Productions Revealing: Extravagance – SUNDANCE <i>Revealed: Extravagances is part one of a four-part documentary series exploring fashion.</i> <ul style="list-style-type: none"> Produced large scale, high budget, video shoot involving multiple cameras and numerous stakeholders 	2013
FIELD PRODUCER , Telepictures/Warner Bros. Anderson – SYNDICATION <i>Anderson was Anderson Cooper's nationally syndicated talk show.</i> <ul style="list-style-type: none"> Researched and directed video segments on relevant and noteworthy current events. Directed Anderson Cooper on multiple camera shoots across the US. 	2011-2012
FIELD PRODUCER , Sony/Harpo/Zoco Production The Dr. Oz Show – SYNDICATION <i>The Dr. Oz Show is a nationally syndicated talk show primarily focused on medical topics.</i> <ul style="list-style-type: none"> Won two Emmys. Turned complicated ideas into educational and accessible videos. Edited preliminary cuts on AVID 	2009-2011
SUPERVISING POST PRODUCER , Follow Productions, New York, NY, <ul style="list-style-type: none"> Responsible for writing all narration for several series being edited simultaneously. Managed and a team of six editors. Acted as liaison between production company and network executives. 	2008
SEGMENT PRODUCER , CBS/Paramount, Dr. Phil Show – SYNDICATION <ul style="list-style-type: none"> Wrote, shot and produced video packages on various topics. 	2006-2008
SUPERVISING POST PRODUCER , Banyan Productions, Philadelphia, PA <ul style="list-style-type: none"> Managed a team of ten story producers for reality series. 	2003-2005

EDUCATION

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

RELEVANT CERTIFICATION

New York Code and Design Academy

2015

Web Development

Full-Stack programing including HTML, CSS, JQuery, JavaScript, Ruby on Rails, APIs, Heroku, and MySQL.

AWARDS

Daytime Emmy

2010 & 2011

Best Informational Talk Show - The Dr. Oz Show

ADDITIONAL

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

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

Working knowledge: **Photoshop, Protools, After Effects**