

# 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 broadcast 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 science.

## MARKETING/ADVERTISING EXPERIENCE

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**PRODUCER**, New York, NY 2012 – present

Producer and creative content strategist working with clients to build 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 video content for various authors including Danny Wynn. [www.dannywynn.net](http://www.dannywynn.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](http://www.ejchase.com)
- **Direct Image and Design:** Produced videos for boutique advertising agency based outside of Philadelphia. Worked with creative director and strategists to develop effective campaigns for various clients including **Similasan**, **Splenda** and **Acuvue Oasys**. Oversaw all aspects of production including managed 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>
- **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](http://www.roadshow.slate.com)
- **Healthline.com:** Wrote, produced and directed 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.

## INTERACTIVE EXPERIENCE

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**PROJECT MANAGER**, Kontentreal, New York, NY 2015

Oversaw all aspects of post production for a massive open online course (MOOC) 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 all creative content.
- Ensured all deadlines were met.

## BROADCAST EXPERIENCE

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**3AM, Left/Right TV**, 2014

**SHOWTIME**

Senior Story Producer

**The Million Second Quiz**, NBC, 2013

**NBC**

Story Producer

**Revealing: Extravagance**, *Punched in the Head Productions*, 2013  
Field Producer **SUNDANCE**

**Anderson**, *Telepictures/Warner Bros.*, 2011-2012  
Field Producer **SYNDICATION**

**The Dr. Oz Show**, *Sony/Harpo*, 2009-2011  
Field Producer **SYNDICATION**

**Follow Productions, New York, NY**, 2008 **FOOD NETWORK**  
Supervising Post Producer  

- 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*, 2006-2008 **SYNDICATION**  
Segment Producer

**Secret Talents of the Stars**, *Robyn Nash Productions*, 2008 **CBS**  
Producer

**Ambush Makeover**, *Banyan Productions*, 2003-2005 **FOX**  
Supervising Post Producer

**Story House Productions, Washington, DC**, 2001 - 2002 **MSNBC**  
Associate Producer  

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

## EDUCATION

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**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

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**Daytime Emmy** 2010 & 2011  
Best Informational Talk Show - The Dr. Oz Show

## ADDITIONAL

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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**