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Emmy Award-winning producer with over fifteen years of experience creating content, both long and short formats, for advertising, broadcast and the web. 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 technology and storytelling.

MULTIMEDIA EXPERIENCE

DEVELOPER: Patch Media, New York, NY 2015 – present

One of six developers for this highly trafficked hyper-local news platform. Over 50 million page views monthly.

Program in PHP/Drupal 7 as well as Javascript/JQuery:

- Writing customized APIs across Patch's entire constellation.
- Created unique email authentication process for new subscribers to Patch's CMS, Mypatch, incorporating new database tables, Drupal callbacks and Sailthru library.
- Write and manage code for all social platform RSS feeds, including AMP, Facebook Instant Article, Flipboard and Google Play.
- Built image uploading capabilities for Patch's CMS that delivers assets directly to AWS S3 from browser.
- Update and improve UX/UI experience on Mypatch.
- Wrote program that integrates Patch news articles with Apple News Platform using Apple's API. Over 1000 Patch channels have been created to date.

PRODUCT MANAGER: Patch Media, New York, NY 2015 – 2017

Responsible for the launch and initial development of Patch's video division and showcase hub.

- Developed partnerships with external content providers as well as UGC content aggregators.
- Oversaw all technical aspects of Patch's platform including design and feature expansions.
- Worked with Head of Programmatic on best practices to optimize pre-roll and mid-roll fill.
- Monitored and tracked user engagement with video product using Google Analytics and created conversion strategies based on metrics and data.
- Used A/B testing to identify and select video player most compatible with Patch's technical requirements including integration with CMS, page-render time, and ad integrations.

MULTIMEDIA PRODUCER: New York, NY 2012 - 2016

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

- **Direct Image and Design:** Produced/Line Produced videos for boutique healthcare advertising agency based outside of Philadelphia. Worked with creative director and strategists to develop effective commercial 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>
- **GSW:** Strategic planner on pharmaceutical advertising campaign. Collaborated on pitch deck. Produced branding video included in pitch that captured tone of campaign.
- **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 video content for various authors including Danny Wynn. www.dannywynn.net
- **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

- **EJ Chase Consulting:** Worked 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

PROJECT MANAGER: Kontentreal Films, New York, NY 2015

Oversaw all aspects of post-production for massive open online courses (MOOCs) covering Global Public Health and the Extractives Industry for the **United Nations Sustainable Development Network** (<http://unsdsn.org>).

- Managed production team, including editors, researchers, graphic designers and interns.
- Created and maintained production schedule.
- Supervised online streaming of content to both Vimeo and YouTube.
- Liaised with clients both locally and internationally.
- Provided feedback on all creative content.

BROADCAST EXPERIENCE

Over the span of more than fifteen years, worked in all aspects of unscripted production in Washington DC, New York City, Philadelphia and Los Angeles.

- Researched, wrote and produced video segments on relevant and noteworthy current events.
- Turned complex subjects into short, easy to comprehend video segment for a broader audience.
- Interviewed a wide-range of experts including doctors, scientists, celebrities and politicians.
- Directed on-air talent; including Anderson Cooper, Dr. Oz, Dr. Phil, and Mark Wahlberg.
- Supervised all aspects of post-production for six documentary series simultaneously, including *Road Tasted with the Neehys* and *Paula's Party*.
- Created edit schedules, supervised a team of editors, wrote all narrative copy, and managed all deliverable.
- Acted as liaison between production company and network executives.

Select television credits include:

3AM , Left/Right TV, Senior Story Producer	SHOWTIME
The Million Second Quiz , Three Ball/NBC, Story Producer	NBC
Revealing: Extravagance , Punched in the Head Productions, Field Producer	SUNDANCE
Anderson , <i>Telepictures/Warner Bros.</i> , Writer/Field Producer	SYNDICATION
The Dr. Oz Show , <i>Sony/Harpo</i> , Writer/Field Producer	SYNDICATION
Follow Productions, New York, NY , Supervising Post Producer	FOOD NETWORK

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

AWARDS

Daytime Emmy

2010 & 2011

Best Informational Talk Show - The Dr. Oz Show

SKILLS

Experienced in video production: **Avid, Final Cut, Adobe Premiere, After Effects, shooting on DSLR**

Management software: **JIRA, Pivot Tracker, Excel, Powerpoint, Microsoft Project**

Working knowledge: **Photoshop, Protools, Adobe Audition**

DEVELOPMENT SKILLS

Proficient: **Drupal 7, PHP 7, JQuery, HTML, CSS**

Working knowledge: **C, Python, Ruby on Rails,**