

Karen Carter

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Profile

- An award-winning video producer who sees every assignment as a puzzle to solve
- 20+ years of production experience in commercials, corporate, documentary, feature and digital production
- Accomplished team member in pitches, content development and production for television and web
- Skilled in budget management, logistics, crew management, scheduling and organization
- Excels at managing the full workflow from both business and creative perspectives
- Finds and develops clients and accounts
- Experienced, resourceful, enthusiastic and insightful

Professional Experience

FREELANCE VIDEO PRODUCER

Weber Shandwick, Public Relations

- Produced a four part webisode for ALDI, to educate shoppers in new California Markets. Oversaw all phases of production from director search, bidding, pre-production, shoot, post production, syndication and delivery.
- Partnered with Second City Works to produce a hidden camera spectacle for Walgreens to promote the "First Nose Sale" for NBC/Comedy Relief television special. Working with SC improvisors, produced six short comedy videos for web to help promote the sale of noses and bring awareness to the worldwide event.
- Produced the first television spot for Big Ten TV Lacrosse.

FREELANCE VIDEO PRODUCER

Sapient Nitro, Digital Agency

- Worked on the global branding of Abbott Pharmaceuticals. Produced several videos profiling the scientists and innovators that invent new products and technologies that serve greater communities around the world.

EXECUTIVE PRODUCER/DIRECTOR

Karen Carter.tv

- Created web content production company that makes videos for corporate, educational and non profit clients including: *Langham Hotel, Sterling Partners, Chicago Architecture Foundation, Elmhurst Art Museum, Yale University, SOM, Brininstool-Lynch and AIA Chicago.*
- In charge of all phases of production: seeking clients, conceptualizing, budgeting, hiring crew, equipment, scheduling, shooting and overseeing editing and all post-production through delivery.

CREATOR/PRODUCER OF BROADCAST SERIES

Nickelodeon

- Pitched and created original content series "Me in A Box".
- Produced 20 three-minute live action and animated shorts which were video profiles of children and their artwork.
- The series won a Parent's Choice Award and Broadcast Design Award.

PRODUCER

Mr. Big Film

- Developed standards into operation book for commercial and content production company.
- Created and managed budgets and workflow for film, television and video content production.
- As liaison, worked with clients including BP, Walmart, Nestles, Hyatt, Reebok, Ameren and multiple health care systems.
- Managed multiple simultaneous projects, with a range of crew sizes.
- Hired local crew in multiple locations: LA, NYC, Austin, Seattle, Montana.
- Managed locations and logistics for shoot.

PRODUCER/DIRECTOR

Ruth Duckworth: A Life in Clay

- Conceived and produced documentary film about modernist sculptor Ruth Duckworth.
- Film was shown at travelling retrospective exhibit, film festivals, SOFA Chicago, University of Chicago.
- Awarded best documentary at Silver Images Film Festival.

FREELANCE PRODUCER

August Jackson

- Produced comedy videos using “real talent” employees for pharmaceutical corporate client.
- Managed a political and logistical challenge with over 40 personalities and time constraints.
- Turned a complicated script into controllable shoot day & kept it on schedule and budget.
- Researched and hired original music composer to create client’s desired “like this” music.

FREELANCE PRODUCER

ONE at Optimus

- Worked with in-house directors to produce broadcast commercials and web content for ad agencies and direct clients.
- Oversaw all phases of production from casting, locations, scheduling, logistics, shoot to post-production.
- Hired crew and negotiated rates with vendors.
- Coordinated with agency personnel/client through all phases of production.

ASSOCIATE PRODUCER

In the Realms of the Unreal

- Documentary about “Outsider” artist Henry Darger. Directed by Jessica Yu.
- Arranged to shoot in Henry’s untouched room on Webster Ave. with minimal crew.
- Interviewed various people who knew the artist.
- Worked with director to produce trailer that eventually led to funding the feature-length film that premiered at the Sundance Film Festival and was broadcast on PBS.

FREELANCE PRODUCER

Backyard Productions

- Collaborated with directors to produce award-winning television commercials.
- Managed all phases of production: budgeting, casting, locations, set design, crew, equipment, shoot, etc.
- Connected new clients to production company and brought in multiple projects.

FREELANCE PRODUCTION MANAGER

Sedelmaier Films

- Worked for one of the masters of comedy ads, Joe Sedelmaier. Most known for Wendy’s “Where’s the Beef” and FedEx’s “Fast Talking Man”

ART DIRECTOR

Weber Cohn and Riley

- Partnered with a writer and created print, broadcast and promotional material for various clients including radio stations, real estate, City of Chicago, Steppenwolf Theater.

Awards

- Best Documentary, “Ruth Duckworth: A Life in Clay”, Silver Images Film Festival, 2004
- Parent’s Choice Award and Silver Award from Broadcast Design Assoc, “Me in a Box” series

Education

UNIVERSITY OF KANSAS, LAWRENCE, KS

Bachelors of Fine Arts, Graphic Design and Photography

Software skills include Excel, Microsoft Word, Power Point, I-Movie, Final Cut, HTML

Affiliations and Interests

- Member of Director’s Guild of America
- Founding Board Member of Northcenter Neighborhood Association (2010-present)
- Created and organized NNA Garden Walk for 8 years
- Certified Yoga Instructor