

# 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 broadcast and digital.
- Skilled in budget management, logistics, crew management, scheduling, organization, and post production.
- 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

### CONTENT PRODUCER

#### **Cavalry/YR/Blast Radius**

- Produced radio, video content, and photo assets for HP products and PINALEN Cleaner

### CONTENT PRODUCER

#### **Apple Marketing and Communication**

- Produced a series of documentary web videos, profiling people with differences who use Apple's Accessibility tools.
- Originally intended for on-line distribution, after great reception, were re-edited and broadcast on television worldwide.

### CONTENT PRODUCER

#### **Havas Worldwide/Studio 6**

- Oversee and manage video projects from creative through postproduction.
- Producer of Video Content for Citi/American Airlines, Hefty, Cracker Barrel, Sears, Kmart.

### AGENCY 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, postproduction, 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 improvisers, 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.

### AGENCY PRODUCER

#### **Sapient Nitro, Digital Agency**

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

### LINE 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 bidding, 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.

### 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, bidding, hiring crew, equipment, scheduling, shooting and overseeing editing and all post-production through delivery.

## LINE 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 multiples locations: LA, NYC, Austin, Seattle, Montana.
- Managed locations and logistics for shoot.

## LINE 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.

## 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.

## 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 that were video profiles of children and their artwork.
- **The series won a Parent’s Choice Award and Broadcast Design Award.**

## 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

### **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”

## 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 Northcenter Neighborhood Garden Walk for 11 years
- Certified Yoga Instructor

