

Tera A. Carlson

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Chicago, IL

teraacarlson.com

Relevant Experience

Social Media Content Producer

The Barn Chicago Feb 2025- Chicago, IL

- Works with both artists and the production group to create promotional media adhering to both parties' imagery.
- Designs graphics, edits videos, and records/collects digital media. Properly organizes storage and archival of content.
- Writes copy to pair with visual content.

Director of Photography & Producer

*Ball State Construction Management Dept. Feb 2024-Jul 2024
Muncie, IN*

- Developed and pitched comprehensive content package to the clients.
- Created graphics, short and long form videos, and images for a variety of social platforms (Instagram, TikTok, YouTube).
- Coordinated interview and b-roll shoots, scripted interview questions.
- Edited and delivered both promotional and National Electrical Contractors Association competition content.

Supervising Producer

Radiance Cinema Apr 2024-Dec 2024 Muncie, IN

- Collaborated on comprehensive social media imagery and content creation, amassing over 700 Instagram followers and 14,000 YouTube views.
- Crafted instructional videos and documents.
- Advised 36 students on project development and production methodology throughout 10 micro-short films.
- Assessed and modified pitches for upcoming shorts, participated in final script selection and casting committees.

Producer

May 2023-Dec 2024 Muncie, IN

- Promoted and prepared three short films for festival consideration and subsequent premiere.
- Scheduled filming and acquired locations, equipment rentals, and other assets for five short films.
- Supported production by sound mixing, organizing craft services, and gaffing for four other projects.

Intern

*Onesti Entertainment Corporation May 2022-Aug 2022
St. Charles, IL*

- Assisted in planning and execution of concerts, festivals, and special performances.
- Provided on-site support by running experiential marketing, ticketing, and customer support across multiple performances per week.
- Collaborated with a variety of departments to coordinate production logistics, finances, artist relations, promotional materials, invoice management, and customer experience.

Assistant Ticketing & Marketing Manager

*Ball State Intercollegiate Athletics Office Feb 2022-May 2023
Muncie, IN*

- Managed both advance and game-day ticket sales and distribution for multiple events per week.
- Analyzed marketing plans and coordinated with proper channels to execute experiential marketing initiatives.
- Assisted in the planning and execution of live promotional events, advertising materials, and social media posts.

Summary

An associate producer with 4+ years of producing experience and 8+ years of experience in entertainment. Known for producing short films with international festival debuts, reception of several notable broadcast awards, and launching multiple brand social media presences'. Strong drive, knowledge base, and communication skills from hands-on work with video production, content creation, and cross-functional collaboration.

Education

Ball State University - Muncie, IN
August 2021-December 2024

B.A. in Media (Production)

Minors: Media Promotion & Management,
Foundations of Business

Cumulative GPA: 3.73

Relevant Skills

Unique Problem Solving

Negotiation

Project Management

Live Production

Microsoft Office

Avid: MediaComposer,
Pro Tools, iNews

Adobe Creative Cloud

Google Workspace

DaVinci Resolve

Awards & Recognition

- ★ Cum Laude, December 2024
- ★ Radiance Cinema Excellence in Producing Award, 2024
- ★ Broadcast Pacemaker Award, 2023
- ★ Video News - Indiana Association of School Broadcasters, 2023
- ★ Best Newscast - Society of Professional Journalists, 2023

Selected Projects

- Producer: *After Hours Jan 2026- Chicago, IL*
DP: Emma Donlevy Dir: Nora Tobin
- Producer: *Leftovers Dec 2023-Jul 2023 Muncie, IN*
Dir: Elizabeth Reed DP: Boston Betz
- Producer: *Halle and Eliza's Promtastic Adventure Dec 2023-Jul 2023 Muncie, IN*
Dir: Logan Browning Prod Designer: Colton Hendrix
- Associate Producer: *LISTEN Dec 2023-Jul 2023 Muncie, IN*
Producer: Cam Curry Dir: Matthew Barton
- Production Asst: *Cliche Feb 2023 Muncie, IN*
Producer: Bee E. Dissette Sound Mixer: Jafet Gonzalez
- Production Asst: *Chemistry Jan 2023 Muncie, IN*
Producer: Elizabeth Reed DP: Sage Bartlett
- Gaffer: *Closeure May 2023 Chicago, IL*
Dir: Halle Randolph Grip: Taylor Peterson