

Carlos Lerma

Writer / Director / Animator / Graphic Designer / Creative Director / Social Media Marketing

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EDUCATION

Columbia College Chicago, Chicago, IL

Bachelor of Arts, Major: Film and Television | Expected Graduation 2026

WORK EXPERIENCE

Chicago International Film Festival, Marketing, Videographer & Editor

Chicago, IL | June 2024 – Present

- Filmed and edited videos for festival events for Summer Screenings and the main Fall festival.
- Collaborated with the Marketing Manager, Social Media Coordinator, and staff to design and promote campaigns for Cinema/Chicago's year-round programming.
- Created and distributed marketing and press materials to engage community organizations and cultural groups.
- Managed media outreach efforts and developed community partnerships to increase visibility and support.
- Provided on-site event support for film premieres, screenings, and festival operations.

Independent Filmmaker, Writer, Producer & Animator

Chicago, IL | 2022 – Present

- Conceptualize, produce, and market live-action and animated short films across online platforms.
- Create promotional materials, including trailers, websites, and key art, to amplify project visibility.
- Oversee production management: budget development, location scouting, and schedule coordination.
- Leverage digital platforms for distribution and audience building.

Ingram Spark & Blurb, Inc., Author & Illustrator

Chicago, IL | 2019 – Present

- Published four poetry books with over 100,000 copies sold worldwide across all titles.
- Responsible for writing, illustrations, book formatting, cover design, and marketing strategies.
- Coordinate with publishing platforms to manage distribution and maximize visibility.

Strade/Viking Studio, Head of Marketing

Monterrey, Mexico | Nov 2019 – Aug 2022

- Directed content creation for digital campaigns, social media, and print advertising to boost brand identity.
- Led a team of 16 in brainstorming sessions, campaign development, and content promotion.
- Developed marketing strategies to increase engagement through audiovisual content and product packaging.

EDUCATION

Columbia College Chicago – Film and Television | Expected Graduation 2026

LANGUAGE & SKILLS

Languages: Bilingual – English (Fluent), Spanish (Native Proficiency)

Video Production & Editing: Final Cut Pro X, Premiere Pro, Film Production, Video Editing, Directing, Screenwriting

Graphic Design & Illustration: Photoshop, Procreate, Graphic Design, Illustration, Key Art Design

Social Media & Marketing: Social Media Marketing, Campaign Development, Audience Engagement, Web Design (Wix), Project Management

Creative Writing & Publishing: Creative Writing, Book Formatting, Cover Design, Content Creation, Publishing Strategies

AWARDS & RECOGNITION

- Chicago Tribune feature article on Carlos Lerma's creative achievements.**
- Made intro film that showed before every film at the Chicago International Film Festival
- 46 Official Selections, including **NFFTY & Chicago International Film Festival**
- Winner of 4 Awards and **Finalist at the Student World Impact Film Festival (SWIFF)**.
- Films showcased in **Mexico, USA, Spain, France, and Italy.**

PUBLICATIONS

- Lerma, Carlos. *Adultish: A Twenty-Something-F*ck's Stories and Poems*, Ingram Spark, 2024.
- Lerma, Carlos. *Underdog Days*, Blurb Books, 2023.
- Lerma, Carlos. *Sueños & Desastres (Dreams and Disasters)*, Self-published, 2021.
- Lerma, Carlos. *Anomalía (Anomaly)*, Self-published, 2020.
- Lerma, Carlos. *Buenas Historias de Malos Días (Good Stories from Bad Days)*, Self-published, 2019.