

# Carlos Lerma

Narrative, Commercial and News Content Producer | Filmmaker | Film Editor | TEDx Speaker  
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## Work Experience

### **Marketing Intern - Buffalo 8/BondIt Capital**

Los Angeles, CA | August 2025 - December 2025

- Designed campaign assets, edited video, and produced social content for film and distribution marketing.
- Supported influencer outreach and brand voice projects to expand reach across platforms.

### **Local Operations - The Criterion Collection**

Chicago, IL | Oct 2025

- Supported content operations, guest engagement, and inventory checkout in a fast-paced event environment.

### **Local Operations - FanExpo HQ**

Chicago, IL | August 2025

- Captured gimbal coverage of panels and interviews and delivered organized footage for post-production.

### **Creative Services - NBCUniversal**

Chicago, IL | May 2025 - Aug 2025

- Produced and edited two daily news promos on tight broadcast deadlines using Dalet Galaxy, Latakoo, and Adobe tools.
- Built on-brand graphics and assisted show and live remote production for NBC and Telemundo teams.

### **Marketing Intern - Hiike Independent**

Los Angeles, CA | Jan 2025 - Apr 2025

- Created content and helped develop a brand identity guide; supported email outreach to filmmakers and industry contacts.
- Supported event coordination at SXSW to help deliver on-site brand engagement.

### **Marketing Team - Chicago International Film Festival**

Chicago, IL | May 2024 - Dec 2024

- Filmed and edited event coverage and promo content for summer screenings and the fall festival.
- Supported premieres, screenings, and festival operations; assisted with community and press materials.

### **Bike Delivery Driver - Doordash**

Chicago, IL | Sep 2024 - Dec 2024

- Completed high-volume food deliveries across the city while maintaining efficiency and reliability.

## Education

Columbia College Chicago - Bachelor of Arts, Film and Television

Expected Graduation: 2026

## Languages

English (fluent), Spanish (native)

## Skills

**Video:** Final Cut Pro X, Adobe Premiere Pro, After Effects, Dalet Galaxy, Latakoo, Pixelmator, film production, pre-production planning, budgeting

**Design:** Adobe Photoshop, InDesign, Procreate, key art, illustration, branding and visual identity

**Marketing:** Hootsuite, Drip newsletter, campaign development, content strategy, project management, web design (Wix)

**Writing and Publishing:** creative writing, book formatting, cover design, content development

## Awards and Recognition

- **TEDx Speaker** (May 2, 2025)
- **Featured: Chicago Tribune, The Guardian, FOX32 Chicago, WGN Daytime Chicago**
- 100+ official selections including NFFTY and Chicago International Film Festival

## Books and Publications

- **Adultish** (IngramSpark, 2024)
- **Underdog Days** (Blurb Books, 2023)
- **Sueños & Desastres** (Self-published, 2021)
- **Anomalía** (Self-published, 2020)
- **Buenas Historias de Malos Días** (Self-published, 2019)