

Carlos Lerma

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

hello@carloserma.com | carloserma.com/work

Experience

Buffalo8 / BondIt Media Capital - Marketing Intern

Los Angeles, CA | Sep 2025 - Present

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

The Criterion Collection - Local Operations

Chicago, IL | Oct 2025

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

Fan Expo HQ - Local Operations

Chicago, IL | Oct 2025

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

NBCUniversal - Production Crew and Video Editor, Creative Services

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.

Hiike - Marketing Intern

Los Angeles, CA | Feb 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.

Chicago International Film Festival - Videographer and Editor, Marketing Team

Chicago, IL | Jun 2024 - Nov 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.

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

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

Marketing: Hootsuite, 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
- Winner (4) and Finalist, Student World Impact Film Festival (SWIFF)
- Screened at Music Box Theatre (Chicago); films showcased in Mexico, USA, Spain, France, and Italy

Books and Publications

- **Adultish** (IngramSpark, 2024)
- **Underdog Days** (Blurb Books, 2023)
- **Sueños & Desastres** (Self-published, 2021)