

Carlos Lerma

PROFILE

I'm a Mexican born and raised storyteller. With over 5 years of experience in creating compelling video content, I excel in creative direction, writing and marketing; I'm also known for my detail-oriented approach and style. My projects often result in increased viewer engagement.

MARKETING INTERN, CHICAGO INTERNATIONAL FILM FESTIVAL, CHICAGO, IL – 2024-PRESENT

- Collaborated with the Marketing Manager, Social Media Coordinator, and other staff to develop and secure community support for Cinema/Chicago's year-round programming and the Festival.
- Assisted in creating marketing and press materials for distribution.
- Developed involvement opportunities for cultural groups and organizations.
- Updated and maintained community, cultural, and media outreach lists.
- Provided occasional event support.

INDEPENDENT WRITER/DIRECTOR/PRODUCER/ANIMATOR, CHICAGO, IL – 2022-PRESENT

- Creation, development, production, marketing, and distribution of short films on the internet and other platforms in live-action and animation mediums.
- Production of promotional materials such as trailers, teasers, official websites, and key art.
- Production management, which included schedules, location agreements, logistics, and budgeting.

AUTHOR, INGRAM SPARK & BLURB, INC., CHICAGO, IL – 2019-PRESENT

- Published four illustrated poetry books starting at the age of 15.
- Responsible for authorship, illustrations, typesetting, interior design, cover design, and marketing plans.
- Books have collectively sold over 100,000 copies across all titles worldwide.

HEAD OF MARKETING, STRADE, MONTERREY, MEXICO – NOV 2019 - AUGUST 2022

- Created audiovisual promotional content distributed across digital and print platforms, including social media, packaging design, and brand identity.
- Led daily idea generation sessions for marketing campaigns and provided team leadership for a team of 16 people.
- Developed strategies for content creation and promotion.

EDUCATION

Columbia College Chicago, Chicago, IL – Film and Television, Expected graduation 2026.

LANGUAGES

English, Fluent / Spanish, Native (First Language)

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SKILLS

- Creative writing
- Directing
- Management
- Leadership
- Illustration
- Graphic design
- Video production
- Video editing
- Screenwriting
- Book formatting
- Web design (WIX)
- Final Cut Pro X
- Premiere Pro
- Procreate
- Photoshop
- Pixelmator
- Clip Studio Paint
- Social Media Marketing

AWARDS/NOMINATIONS/OFFICIAL SELECTIONS

- NFFTY - Official Selection “Treasure Haunt”
- Cine Youth - Official Selection “Treasure Haunt”
- **46 Official Selections, 4 Awards, 3 Finalist, 1 Semi-Finalist, 1 Quarter-Finalist, and 2 Honorable Mentions across 9 Original Indie Short Films (See Full List [Here](#))**
- Student World Impact Film Festival (SWIFF) - Finalist “The Wright Choice”
- Films shown in Mexico, United States, Spain, France, and Italy.
- Columbia College Chicago student highlight article on achievements ([Link Here](#))

PUBLICATIONS

Lerma, Carlos, *Adultish: A Twenty-Something-F*ck’s Stories and Poems*, Ingram Spark Books, 2024. (**Age 20**)

Lerma, Carlos, *Underdog Days*, Blurb Books, 2023. (**Age 19**)

Lerma, Carlos, *Sueños & Desastres (Dreams and Desasters)*, Self-published, 2021. (**Age 18.**)

Lerma, Carlos, *Anomalía (Anomaly)*, Self-published, 2020. (**Age 17.**)

Lerma, Carlos, *Buenas Historias de Malos Días (Good Stories From Bad Days)*, Self-published, 2019. (**Age 16.**)