

Carly Smith

Senior Creative Producer | Production Leader

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Professional Summary

Senior producer with a proven record of leading multidisciplinary teams on six-figure campaigns that balance creative excellence and operational precision. Trusted by leadership for running high-stakes shoots, aligning cross-functional partners, and navigating challenges with clarity and composure. Recognized for bridging strategic intent and creative execution to deliver stories that perform and teams that thrive.

Core Competencies

Production Leadership • Creative Development • Budgeting (\$100K–\$500K) • Vendor/Bid Analysis • Contract Negotiation (actors, VO, crew) • Commercial Shoot Management • Live-Action & Post Supervision • Cross-Functional Collaboration (Strategy ⇌ Creative) • Schedule & Resource Management • Risk & Change Management • Client & Stakeholder Communication • KPI & Margin Optimization • Process Improvement • Agile / SCRUM

Tools: Wrike • Asana • Microsoft Teams • Google Workspace • ChatGPT • Runway • Midjourney • VE03 • Google Imagen • Weavy • Adobe Creative Cloud • Frame.io • Celtx • Toggl • other emerging AI production tools

Professional Experience

Producer — Marketing Architects | Minneapolis, MN (Hybrid)

Aug 2024 – Present (Full-time) • Apr 2024 – Aug 2024 (Contract)

- Lead creative and production teams across broadcast and digital campaigns; scope, schedule, and deliver complex commercial shoots with budgets ranging from \$100K–\$500K.
- Evaluate competitive production bids, negotiate rates and terms with agents and vendors, and select partners that balance creative ambition with profitability.
- Manage commercial productions end-to-end — from pre-pro through wrap — guiding on-set decision-making and solving creative challenges quickly to maintain quality and momentum.

- Connect Strategy and Growth/Creative teams to align briefs, scripts, and deliverables, reducing rework and accelerating approvals.
- Source and manage post-production partners including editorial houses, colorists, visual effects artists, and audio mixers; oversee reviews to ensure spec, brand, and compliance accuracy.
- Repeatedly requested for high-profile initiatives, including the annual brand spot for two consecutive years; recognized for dependable leadership, strong client rapport, and calm, solutions-first communication.

Integrator & Production Manager — LocalEyes Video Production | Remote

Jan 2023 – Apr 2024

- Partnered with ownership to diagnose operational bottlenecks and lead change-management initiatives.
- Directed 300+ contractors and a lean internal team, ensuring consistent quality and timely delivery.
- Monitored utilization, profit margins, and delivery speed; improved average production cycle from 12 to 10 weeks.
- Supported 10 producers managing 75+ active projects; served as escalation point for client and workflow issues.

Director of Operations — Between Pixels | Atlanta, GA

Jun 2020 – Dec 2022

- Established standardized protocols to enhance cross-department communication and delivery efficiency.
- Tracked KPIs to inform pricing, staffing, and hiring decisions; recruited and onboarded multiple long-term employees.
- Guided client relationships from proposal through delivery; created an internship program to expand production talent pipelines.

Producer — Between Pixels | Atlanta, GA

Nov 2016 – Dec 2022

- Produced one-third of company revenue in 2021 while maintaining client satisfaction and repeat engagements.
- Managed productions end-to-end: pitch, writing, casting, directing, and post supervision.
- Executed campaigns across diverse industries – non-profit, corporate, industrial, tech, education, health & wellness, and retail.
- Built schedules and teams ensuring optimal crew alignment and efficient production flow.

Producer — Smith Donovan Marketing | Chicago, IL

Jun 2011 – Aug 2015

- Produced, shot, and edited campaigns across tourism, corporate, industrial, and entertainment sectors.
- Created the Three Dune Challenge for Indiana Dunes Tourism – the most successful 2014 campaign for engagement and still active today.
- Maintained client relationships that converted one-off projects into multi-year contracts.

Reporter — Lakeshore Public Radio | Northwest Indiana

Jun 2009 – Jun 2010

- Wrote and delivered live radio broadcasts under tight deadlines; operated the board and edited audio in real time.
- Produced a weekly morning show and resolved live-environment issues to maintain continuous broadcast.

Education

Valparaiso University — B.A., TV/Radio (2006 – 2010)

Lilly Scholar • Lambda Pi Eta • Communications Club Founder • Alpha Lambda Delta

Selected Project & Leadership Highlights

- Consistently requested by senior creatives and cross-functional leaders for complex, time-sensitive shoots due to clear communication and calm leadership.
- Recognized for strengthening alignment between strategy and creative teams, improving handoffs and on-set efficiency.
- Trusted owner for multi-deliverable brand shoots, ensuring consistent client experience and smooth postproduction workflows.