

Carlos Eduardo Materon Botelho

☎ (407) 733-3368 ✉ cadu54botelho@gmail.com 📄 carlosbotelho54 🌐 carlosbotelho.com
📍 Orlando, FL

Education

Full Sail University

MASTER OF FINE ARTS - FILM PRODUCTION

Orlando, FL

Expected March 2025

Iowa State University

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

Ames, IA

Dec 2022

• MINOR: WORLD FILM STUDIES

Experience

FOX 35 Orlando

DIGITAL MARKETING PRODUCER

Orlando, FL

Jan 2025 - present

- Produced engaging content for FOX 35 social media platforms that increased follower numbers by 20K in 4 months.
- Edited creative and high-quality promotions for on-air and streaming platforms.
- Collaborated with local business to produce commercials that increased traffic and engagement with their services.

Full Sail University

ENTERTAINMENT BUSINESS EDITOR/CAMERA OPERATOR

Orlando, FL

Apr 2024 - present

- Directed and produced episodes featuring 4+ guests for the artist development initiative podcast "The Turntable".
- Shot and edited live presentations, interviews, and meetings for the entertainment business degree program.

Local 5 News

MARKETING PRODUCER

West Des Moines, IA

Jan 2023 - Feb 2024

- Wrote, shot, and edited promotions that enforced the station's brand and increased engagement on social media.
- Produced commercials and pre-recorded/live segments that elevated awareness and traffic of businesses in Des Moines.
- Operated videography equipment (Canon C100, JVC Camcorder, DJI Osmo, GoPro, and DSLR camera) with professionalism.
- Maintained and produced a catalog of ABC spots that increased viewership of newscasts and syndicated network shows.
- **Notable Promotions:** "Madison County Strong", "Meet the Sayaxangs", "The Hilton Magic Story", Remembering the Floods of '93", "On Your Side Local 5 Politics", "Welcome Chris Kuball Campaign", and "Local 5 News Celebrates".

Iowa Cubs

VIDEO PRODUCER

Des Moines, IA

Apr 2022 - Feb 2024

- Directed a team of 7 video producers, called shots and replays that raised the stadium's atmosphere during home games.
- Broadcast 17 matches to the Marquee Sports Network (home of the Chicago Cubs) with high-quality video production.
- Performed set-up (white balance, lens adjustment, and color correction) and tear down of all production equipment.
- Developed leadership, creative mindset, and communications skills fit for a sports fast-paced environment.

Iowa State Daily

REPORTER - LIFESTYLE/ENTERTAINMENT DESK

Ames, IA

Aug 2021 - Dec 2022

- Developed Associated Press-style articles for a student-run newspaper that expanded lifestyle/entertainment readership.
- Pitched creative story ideas and collaborated with reporters to cover all lifestyle/entertainment news on campus.
- Developed/connected with sources and objectively reported news improving leadership, writing, and interviewing skills.
- **Notable Articles:** "How an Era of recession changed movie theaters forever", "Film Producers Club allows students to gain filmmaking skills", and "The Batman: a detective thriller that transcends the superhero genre".

Hard Skills

- **Software:** Avid Media Composer, Adobe (Premiere Pro, After Effects, Audition, Media Encoder, Photoshop), WideOrbit, Microsoft Office (Word, PowerPoint, Excel, Outlook, Publisher), Google Workspace (Docs, Sheets, Slides, Gmail).
- **Languages:** Portuguese, Spanish, and English.