

Carlos Eduardo M. Botelho

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📍 West Des Moines, Iowa

Summary

Marketing producer with a background in journalism and video production seeking a position in creative production.

Experience

Local 5 News

West Des Moines, IA

MARKETING PRODUCER

Jan 2023 - present

- 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

Des Moines, IA

VIDEO PRODUCER

Apr 2022 - present

- Directed a team of 7 video producers, called shots and replays that raised the stadium's atmosphere during home games.
- Broadcasted 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

Ames, IA

REPORTER - LIFESTYLE/ENTERTAINMENT DESK

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".

International Student Council

Ames, IA

TREASURER

June 2021 - Dec 2022

- Directed a 40-plus student organization alongside the executive board raising the club's fund to a total of \$17,000.
- Led finance committee and created budgets for food events that created a turnout of 500-plus attendees.
- Recorded weekly meetings/social gatherings and created video content for the organization's website and social media.
- Shot and edited interviews for a semester-long project ("Beyond Borders") that elevated engagement on Instagram.

Education

Iowa State University

Ames, IA

BACHELOR OF JOURNALISM AND MASS COMMUNICATION (MAJOR GPA: 3.41/4.00)

Dec 2022

- **Minor:** World Film Studies
- **Relevant Coursework:** Digital Video Production, Reporting and Writing for Mass Media, Creative Writing: Screenplays.
- **Other:** Completed 80 credits towards a bachelor's in aerospace engineering.

Hard Skills

- **Software:** Adobe (Premiere Pro, After Effects (Intermediate level), Audition, Media Encoder), WideOrbit, Microsoft Office (Word, PowerPoint, Excel, Outlook, Publisher), Google Workspace (Docs, Sheets, Slides, Gmail).
- **Style Guides:** Associated Press (AP).
- **Languages:** Portuguese, Spanish, and English.