

FERN CARPENTER

VIDEO PRODUCER/EDITOR

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SKILLS

- Portuguese (native)
- Spanish (fluent)
- Adobe Editing Suite
- Podcast editing
- Tiktok/Instagram reels
- Social Media Publishing
- DSLR cameras
- Sony FS7/FS5
- Google Analytics
- Copy Editing
- Copywriting

EDUCATION

THE UNIVERSITY OF TENNESSEE

Bachelor of Science in Journalism and Electronic Media

- Video Producer - The Volunteer Channel
- Video Editor - Office of Alumni Affairs

WORK EXPERIENCE

VIDEO PRODUCER/EDITOR

FREELANCE | Atlanta, GA | August 2022 - Present

- 6 years of experience in video producing and editing professional quality content
- Edited promotional activations for Bacardi and Smirnoff brands during One Music Festival to use on their social media platforms
- Edited short spots for The Indigo Hotel Memphis Downtown for their social media channels
- Produced and edited roundtable recaps and promotional videos from senior business leaders for Chi Studios to ease access to information

VIDEO PRODUCER/EDITOR

CNN | New York City | December 2021 - August 2022

- Provided editing support across all CNN platforms and various forms of content for prime time programming including Anderson Cooper 360, Don Lemon Tonight, and Erin Burnett OutFront
- Assisted with the launch of CNN's streaming service, CNN Plus, by working with show producers to create video, graphic elements, and traditional news elements for Big Picture with Sara Sidner, Reliable Sources Daily, and The Newscast with Wolf Blitzer
- Assisted in the production of the Reliable Sources weekly podcast by providing audio editing and mixing
- Incorporated a visually compelling approach to editing and producing while adhering to defined editorial and journalistic standards

ASSOCIATE VIDEO PRODUCER

CNN | Atlanta, GA | March 2017 - November 2021

- Produced, edited, and published video content on CNN.com and across all associated digital platforms
- Edited and coordinated social video, published content across our global social accounts - Facebook, Youtube, Twitter, Instagram
- Utilized in-house and non-CNN resources to produce original content that resonates with the CNN Digital audience
- Used Chartbeat and Adobe real-time analytics to test headlines and monitor audience engagement to push relevant stories and best video placement on CNN homepage and app
- Wrote copy and headlines for videos across CNN Digital platforms, curate video playlists

VIDEO PRODUCTION ASSISTANT

CNN | Atlanta, GA | October 2016 - March 2017

- Surfaced the best content from diverse sources to be used on a variety of CNN apps
- Contributed to the creation of CNN original content for multiple platforms
- Pitched content ideas to the editorial team and provided feedback to team members in a collaborative group setting
- Created and optimized tags for Amazon Echo, Google Home