

Carly Smith

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A LITTLE ABOUT ME

Personally, I'd describe myself as a wife, mom, and animal lover. Professionally, I have years of director-level leadership experience, and I'm coming to you familiar with bridging the gaps between ownership, the larger team, and clients. I love mentoring future leaders and bringing out their strengths. For the first half of my career, I held senior producer roles and spent that time shooting all over the world for large and small campaigns alike. My experience creating well-rounded/cohesive brand campaigns has only fueled my passion for writing, producing, and telling stories from all perspectives.

MY WORK

www.thatcarly.com

www.linkedin.com/in/thatcarly

CORE COMPETENCIES

- ASANA, Monday.com, and other PM softwares
- Bill.com
- Adobe suite
- Celtx, Studio Binder, and other production softwares
- Togg1
- Frame.io
- SCRUM / AGILE Certified
- Google Suite
- Proposal and scope creation
- Strong writer who excels in vision scripting, brand campaigns, academic content, and non-profit fundraising
- Analytical, decisive, and experienced measuring key performance indicators
- Valued team player who can see the big picture and advocate for both the team and clients
- High capacity project manager

ACADEMIC BACKGROUND

Valparaiso University

Bachelor of Arts in TV/Radio | 2006 - 2010

CAREER SUMMARY

Integrator + Production Manager

LocalEyes Video Production | JAN 2023 - PRESENT

- Acted as a strategic partner with ownership to pinpoint systemic root problems, formulate effective solutions, and drive change management implementation
- Led a roster of over 300 contractors, as well as a lean internal team, providing direction, support, and feedback to ensure the consistent delivery of high-quality work
- Monitored and optimized key performance indicators such as utilization, profit margin, and project speed to drive data-informed decision-making and enhance organizational performance
- Identified and eliminated key project chokepoints, reducing production time from an average of 12 weeks to 10 weeks over the course of one quarter
- Provided critical support to 10 producers managing a combined workload of 75+ active projects at a time while also serving as a crucial escalation point for client inquiries and concerns

Director of Operations

Between Pixels | NOV 2016 - JAN 2023

- Enable communication, collaboration, and strategy execution across the company through the implementation of standardized team protocols
- Identified bottlenecks in our change management processes and established new expectations that clarify and simplify our company messaging to the larger team
- Serve company leadership as a critical thought partner to ensure we all stay true to the company vision and mission
- Monitor project KPIs and track patterns to better inform changes within our pricing structure, team makeup, and overall hiring needs
- Recruit new roles across the company, craft job listings, interview candidates, and create a positive onboarding experience
- Manage teams focusing on professional development through training events, one-on-ones, producer shadowing, and company retreats
- Developed internship program to cultivate new production talent and build out our recruitment and contract rosters

Producer

Smith Donovan Marketing | JUN 2011 - AUG 2015

- Developed the Three Dune Challenge; which is known for being the most successful campaign (in terms of interactions, foot traffic, and community engagement) for Indiana Dunes Tourism in 2014 and still runs today
- Produced, shot, and edited high-impact videos and campaigns across tourism, corporate, industrial, and entertainment industries
- Developed lasting positive relationships with clients; which resulted in repeat business and long-term partnerships