

Carter Rothwell

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WORK EXPERIENCE

New York Islanders, NHL Hockey Team

Video Production Associate - Intern

Floral Park, NY

September 2025 - Present

- Edited and produced high impact short-form and long-form video content for the Islanders social platforms with several hits ~ 500k+ views
- Worked on on-location film shoots for *Hockey Fights Cancer*, *Military Hero of the Game* and additional community outreach productions, supporting lighting, camera, and editing workflows.
- Lit and filmed documentary-style interviews with players, alumni, and community members using Sony FX3 and Sony FX6 cinema cameras, contributing to long-form and branded storytelling.
- Produced the Islanders' Altcast *Zero Pucks Given* with Islanders' Alumni, Cal Clutterbuck and Josh Bailey, including setup and operation of production technology and broadcast workflows from pre-production through live capture (TVU Networks)

Superdigital

Creative [Editing] Intern

Remote / New York, New York

July 2025 - September 2025

- Edited promotional and branded video content for high-profile clients including Microsoft, Xbox, and Pace Foods, aligning with brand tone and target audience, for narrative, commercial, and bite-sized content for social media platforms.
- Collaborated in both production and post-production phases across multiple projects, operating cameras on set and supporting execution, then assisting in editing workflows from rough cuts to final delivery.
- Developed a full mock 360° marketing plan and campaign for Garmin, leveraging generative AI tools (Midjourney, Google Veo 3, and Jasper) to concept, script, and produce a full-spec commercial using generative video technology.

Ithaca College Intercollegiate Athletics

Athletics Marketing & Promotions Intern

Ithaca, NY

October 2024 - May 2025

- Led and executed a comprehensive and multifaceted marketing plan that has resulted in a 20% increase in student attendance at athletic events
- Managed and analyzed audience engagement data to refine social media and on-campus promotional efforts for *IC Blue Crew* leading to a 25% increase in social media followers
- Designed promotional graphics and event materials that boosted visual engagement across digital and print applications, contributing to increased brand consistency and student turnout.

International Goalkeeper Academy

Digital Marketing Director

Remote

June 2023 - May 2025

- Spearheaded the creative direction of social media graphics, highlight videos, motion graphics and web design to leverage data insights to drive a 30% increase in social media engagement.
- Developed and executed targeted marketing strategies to promote training experiences in Italy, Portugal, and Spain, enhancing visibility and attracting international participation.
- Initiated and maintained strong working relationships directly with coaches, staff and goalkeepers at Serie A Empoli F.C, capturing over 200 authentic moments that enhanced the academy's brand visibility.

Long Island Goalkeeper Academy

Digital Marketing Director

Long Island, NY

March 2020 - May 2025

- Created social media graphics, highlight videos, and short animations, resulting in a 40% increase in recruitment of NCAA-active, NCAA bound, and professional goalkeepers in the Long Island, NY area.
- Took charge in the design and optimization of the academy's website, boosting SEO performance and achieving a 50% increase in web traffic, leading to the academy becoming the #1 Google search result for goalkeeper training in Long Island, NY.

Ithaca College Television, *Sports Final*

Field Producer/ Videographer

Ithaca, NY

September 2024 - March 2025

- Produced game highlights motion graphic animations, B-Roll, and sports packages highlighting NCAA athletes and athletics at Ithaca College, Cornell University, and high school athletics for live broadcasts.

PROJECT EXPERIENCE

Licata - The Life, Running & Faith of Chris Licata [Documentary]

Director, Producer & Cinematographer

May 2024 - May 2025

- Led all phases of production for a long-form, documentary-style film. Conducting in-depth story research, directed interviews, and crafted a narrative arc focused on identity, resilience and the athlete's journey beyond competition. Then editing the full project in Adobe Premiere, combining footage, archival material, and narration to create a visually cohesive and emotionally-driven film.

EDUCATION

Ithaca College, Roy H. Park School of Communications

Bachelor of Science, Cinema & Photography • Minor, Integrated Marketing Communications • Cum Laude

Ithaca, NY