

# Carter Rothwell

## Video Producer & Editor

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### WORK EXPERIENCE

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#### New York Islanders, NHL Hockey Team

Floral Park, NY

##### Video Production Associate - Intern

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.
- Assisted in the production of *On The Island*, the New York Islanders' behind-the-scenes docuseries, serving as both videographer and assistant editor to capture, organize, and craft exclusive content that enhanced fan connection and extended the club's digital reach.

#### Superdigital

Remote / New York, New York

##### Creative [Editing] Intern

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

Ithaca, NY

##### Athletics Marketing & Promotions Intern

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

Remote

##### Digital Marketing Director

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

Long Island, NY

##### Digital Marketing Director

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

Ithaca, NY

##### Field Producer/ Videographer

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

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#### 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 edited the full project in Adobe Premiere, combining footage, archival material, and narration to create a visually cohesive and emotionally-driven film.

### EDUCATION

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#### Ithaca College, Roy H. Park School of Communications

Ithaca, NY

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