

Carter Rothwell

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WORK EXPERIENCE

Superdigital

Remote/ New York, NY

Creative [Editing] Intern

July 2025 - Present

- 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.
- Crafted key content for Microsoft Gaming's *Yours to Define* campaign, working closely with the creative team to craft a compelling visual story that reflected the brand's ethos and resonated with Microsoft's gaming audience.

New York Red Bulls, MLS Soccer Team

Harrison, NJ

Event Marketing Activations Specialist

May 2025 - Present

- Led match day marketing activations at the Red Bull Arena's BULLevard fan zone, coordinating branded experiences for 10,000–15,000 attendees while gaining strategic insight into audience engagement and event-based content execution.

Ithaca College Intercollegiate Athletics

Ithaca, NY

Athletics Marketing & Promotions Intern

Oct. 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

Jun. 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

Mar. 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

Sep. 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 from conducting in-depth story research, directing interviews, and narrative structure. Then edited 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

Ithaca, NY

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

SKILLS & RECOGNITIONS

Skills: Adobe Premiere, Adobe Photoshop, Adobe Lightroom, Microsoft Office Suite, Photography, Videography, Video Editing, Graphic Design, Web Design, Project Management, Community Engagement, Sports Marketing, Data Analysis, Social Media Strategy, Game Day Operations.

Recognitions: 1st place- Ithaca College American Advertising Federation "Creative Crunch" Competition (Fall 2024) ; Ithaca College Roy H. Park School of Communications | Dean's List Fall 2024.