

KARLA CARABALLO-TORRES

CREATIVE LEAD

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karlact.com

PROFILE SUMMARY

I am a senior creative lead with over 10 years of video production experience. I have worked in all aspects of production from field producing, to script-writing to directing. I am skilled in managing and developing video workflows, coordinating with multiple stakeholders and leading teams of creatives.

My passion is breaking down complex narratives into concise and compelling visual stories.

PROFESSIONAL SKILL

Director of Photography
Production coordination
Script & content writing
Creative Strategy

Project management
Budget management
Content distribution
Social media metrics

TECHNICAL SKILL

Adobe Premiere
Adobe After Effects
Adobe Photoshop
Adobe Audition

Camera Operator:
RED
Sony FS7
Canon 300 & 5D

EDUCATION

Masters of Journalism

Documentary Film
UC Berkeley Graduate School of Journalism

Bachelor of Science

Film and Television Production
Boston University

WORK EXPERIENCE

Visual Content Lead/ Manager

2021-2022

Meta AI | Remote

- Manage team of 10+ internal and external creatives- producer, designers & animators.
- Lead visual strategy for technology communication blogs & social channels.
- Manage production schedules, budgets and deliverables.
- Manage scripts, storyboards & motion graphic development.
- Lead video shoots & production crews.
- Manage and coordinate stakeholder feedback.

AI Video Producer and Editor

2020- 2021

Meta AI | San Francisco

- Managed and developed video production workflow.
- Edited video content and coordinated vendor productions.
- Develop scripts, storyboards and motion graphics.
- Tracked and coordinated stakeholder feedback & approvals.
- Managed YouTube channel and production metrics reports.

- Creative Producer 2019–2020
- Gravity Media/ Facebook**
- Managed execution of hundreds of video projects and Facebook/IGTV live streams.
 - Managed multiple stakeholders, production schedules, and budgets.
 - Aided with scripting, content development, and roll-out strategy.
 - Supervised and coordinated post-production editing and graphics development.
 - Operation of cameras, audio mixer, lighting, and set design.
- Producer 2017–2019
- AJ+ | San Francisco**
- Pitched and scripted video stories.
 - Managed interviews, research, content development and schedules.
 - Camera operations, lighting design and audio mixing.
 - Post-production editing and graphic development.
 - Managed social media distribution on YouTube channel and tracked metrics.
- Director of Photography | Executive Producer 2017–2018
- UC Berkeley Student Film: *School Crossing***
- Wrote, edited & filmed short documentary focused on Venezuelan student refugee crisis.
 - Won "Best Short Documentary" at the Los Angeles Indie Film Festival in 2019
 - Won "Best Film" at the Documentary Film Feedback Festival in Toronto in 2019.
 - Won "Best Director" in the NYC Short Documentary Film Festival in 2019.
 - Shortlisted for "Best Short Documentary" at GSA BAFTA Student Film Awards in 2020.
- Producer and Video Editor 2013–2017
- NTN24 | Washington DC**
- Scripted and produced video stories.
 - Edited weekly show with basic animation work.
 - Directed during live and pre-recorded broadcast.
 - Managed studio and field set-ups.
 - Coordinated broadcast transmission and syndications.
 - Conducted interviews and translated content from English to Spanish.