

# CARTER ROTHWELL

## DIGITAL MARKETING • CREATIVE SERVICES & PRODUCTION

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### CORE SKILLS

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|--------------------------|------------------------|-------------------------------|
| • Adobe Premiere         | • Integrated Marketing | • Web Design                  |
| • Adobe Photoshop        | • Videography          | • Community Engagement        |
| • Adobe Lightroom        | • Graphic Design       | • Event Coordination          |
| • Microsoft Office Suite | • Project Management   | • Sponsorships & Partnerships |
| • Photography            | • Sports Media         | • Data Analysis               |

### PROFESSIONAL EXPERIENCE

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#### Ithaca College Intercollegiate Athletics, Ithaca, NY

October 2024 – Present

##### Athletic Marketing & Promotions Intern

- Lead and execute a comprehensive and multifaceted marketing plan that has resulted in a 20% increase in student attendance at athletic events.
- Manage and analyze 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.
- Design promotional graphics and event materials that boosted visual engagement across digital and print platforms, contributing to increased brand consistency and student turnout.

#### International Goalkeeper Academy, Remote

June 2023 – Present

##### Digital Marketing Director

- 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

March 2020 – Present

##### Digital Marketing Director

- Create 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, Ithaca, NY

September 2024 – March 2025

##### Field Producer/ Videographer

- Produce game highlights, B-Roll, and sports packages covering Ithaca, Cornell, and high school athletics for ICTV's *Sports Final*.
- Pioneered a more efficient production workflow by implementing new processes that reduced post-production editing time by 20% at ICTV, ensuring quicker turnaround for sports packages and segments.
- Facilitate cross-functional collaboration between editors, producers, and social media teams at ICTV, ensuring consistent branding and on-time delivery of sports content across multiple platforms.

### EDUCATION

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

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

### CERTIFICATIONS & OTHER

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- Athlete Marketing Essentials: NIL Certification- Front Office Sports
- Sports Marketing Essentials Certification- Front Office Sports
- Liberty League Track & Field Conference NCAA Division III- All Academic Team 2024
- 1st Place- Ithaca College American Advertising Federation "Creative Crunch" Competition (Fall 2024)