

# Tell the story... By Julia Carter, Production Assistant

## Introduction...



Imaginative, artistic production professional skilled in directing and acting in diverse themed events and live performances. Talented writer and marketer who shapes compelling stories and captivating promotions that inspire the audience to respond. Applauded for advanced digital editing and graphic software expertise. Well-rehearsed in radio, print, video, television, and online advertising techniques.

## Chapter 1...Expertise

- ▶ Concept Development
- ▶ Budget Oversight
- ▶ Background Research
- ▶ Music Selection
- ▶ Storytelling & Oral Histories
- ▶ Themed Productions
- ▶ Project Management
- ▶ Episodic Features
- ▶ Radio Voiceovers
- ▶ Copywriting & Advertising
- ▶ Stage Management
- ▶ Audience Participation
- ▶ Live Video Shoots
- ▶ Media Relations
- ▶ On-Air Promotions

## Chapter 2...Career Acts

### Act 1 ↻ Roanoke Community Center ↻ Roanoke, VA ↻ 02/03 to Present

Oversee performance programming for 3300 member recreation facility, managing 4 direct reports and 45 volunteers. Administer \$112,000 production and operating budget within strict guidelines.

### Programming Director, 10/05 to Present

Produce and compose multiple weekly themed events, incorporating educational program concepts into video shoots, camps, and plays. Edit teaching scripts, song introductions, and music selections. Supervise technical components including lights, audio, visual effects, and computers. Elevate the value of children within the community, leading to increased family participation and doubling of volunteers.

- ▶ Directed 2 extended weekend holiday events for 1000 children along with scheduling, creating, and directing 4-day themed summer camp event for 47 leaders and 102 kids.
- ▶ Scripted, envisioned, and directed 35 minute Easter storytelling production for an audience of 600 kids. Commended for engaging performances that drove high attendance.
- ▶ Planned comprehensive summer camp experience for 100 kids and 45 adult leaders. Designed themes for lessons and camp activities. Camp so popular, attendance increased 25% over previous year.
- ▶ Redesigned large group room to accommodate 33% growth and oversaw installation of 16 LED can lights, UV wash, and state of the art sound system.
- ▶ Conducted weekly 15-minute storytelling lessons incorporating props, costumes, and sound effects. Purchased materials, crafts, and themed environment materials.
- ▶ Produced first musical in Center's history, directing 134 members. Negotiated rehearsal space, secured resources, and selected story and songs. Diplomatically resolved weekly performance issues.

## Footnote...2009 Performances



**Television:** Charter Media, Oxygen Network, Scripps Productions, Fine Living, Flip Films

**Voiceover Work:** New City Park, Media Lock Network, KPIC Radio, Roanoke Roots Radio

**Theater:** Virginia Stage Company, Roanoke Community College, Silver City Dinner Theater

**Concerts:** Music in the Park, Apple Blossom Festival, Virginia State Fair, Evening at the Museum

## Julia Carter, Production Assistant, Page 2

### Programming Assistant, 03/05 to 10/05

Conceptualization and implementation of video assets including copywriting, supervising video editorials, and designing graphics. Researched program segments and topics for accuracy. Developed and directed programming music, band, and video components.

### Communications Assistant, 02/03 to 03/05

Designed logos, brochures, and program guides for all events. Authored and issued press releases as needed to advertise and promote the Center's schedule of events. Managed website updates and maintenance.

### Act 2 ↻ Green Ecology Corporation ↻ Chester, VA, 02/02 to 2/03

*Managed marketing, special event planning, public/media relations, and fundraising for \$75 million non-profit environmental remediation firm.*

### Marketing Representative

Contributed to revenue growth by assisting the VP of Business Development with the preparation of persuasive executive level sales presentations. Edited the company's bi-monthly newsletter and coordinated website maintenance and content revisions.

- ▶ Uncovered new leads, networked with industry professionals, and promoted services at major conventions with 15,000+ attendees.
- ▶ Conceptualized and planned all aspects of the company's holiday celebration and award ceremony with over 350 attendees. Saved \$4,000 in event-planning expenses by managing the party internally.

### Act 3 ↻ Coldsnap Dinner Theater ↻ Boston, MA, 08/01 to 12/01

*Popular dinner theater with weekly productions for more than 250 attendees per performance.*

### Stage Manager Intern

Oversaw local theater company with 35 full-time actors, coordinating all travel and backstage production activities. Proactively anticipated and resolved scheduling and set issues. Handled \$23,000 budget.

### Act 4 ↻ Roanoke National Tour ↻ Chicago, IL, 08/99 to 12/99

*Student run traveling theater company that competed and performed in 10 venues across the US*

### Actor/Tour Secretary

Traveled extensively to schools and small venues throughout the US to participate in competitive theater productions. Acted in lead and supporting roles for classic and modern plays on a 7-day schedule. Maintained travel logs that included all mileage and fundraising records. Company won 2<sup>nd</sup> place out of 25 colleges.

## Chapter 3... Technical Skills

Video Edge, FinalCut Pro, TeleSoft 3, Adobe PageMaker, Dreamweaver, Photoshop, Wordpress, Microsoft Office

## Prologue... Education

**Bachelor of Arts in Communication and Theater Arts ■ Virginia College ■ Richmond, VA ■ 2000**

*Complete acting and performance addendum available at [JCStories.com](http://JCStories.com)*

~ The End ~

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Julia had been at her job for 7 years and was ready for her next career move. She wanted to work with a larger, more corporate type of company and had found several Production Assistant positions, including some at popular TV networks. So while she wanted creativity incorporated in her resume, she still wanted it easy to read.

She particularly liked the colors and style from a play she had staged and asked me to use them. It turned out to be a real labor of love, since the clip art I used had several hundred little places to colorize.

I noticed on her emails that she had the tag line "Tell the Story." I asked her if I could use that as a theme, and design a play/book concept. Julia was thrilled with her new resume, and can't wait to start her search. I made sure she had PDF and ASCII copies also.