

ERIKA BETTY CARLOS

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RELEVANT EXPERIENCE

Audience Editor, Strategy & Off-Platform | San Francisco Chronicle

01/22 – present

- Execute audience growth initiatives: SEO, emerging platforms and multimedia
- Oversee and produce social video and breaking news video across platforms
- Use analytics to help make planning decisions across all platforms (site, email, social, etc.)
- Manage the audience editor working on SEO, multimedia and off-platform projects
- Oversee and execute content projects like polls, visual essays, texting, newsletters

San Francisco, CA

Multimedia Producer | San Francisco Chronicle

01/20 – 12/21

- Spearheaded The Chronicle's breaking news video strategy
- Reported, edited and produced digital video, including text-on-screens and short features
- First investigative documentary was nominated for an S.F. Regional Emmy Award
- Launched, produced and edited the weekly food and culture podcast, Extra Spicy
- Led audience strategy for all newsroom video and audio products

San Francisco, CA

Digital Editor | Santa Barbara Independent

06/18 – 07/19

- Produced and edited short news and feature videos for social media platforms
- Launched SideNotes, a video series showcasing local and touring musicians
- Produced and edited graphics, photo galleries, maps and other visual content
- Coded desktop and mobile-friendly HTML/CSS/JavaScript templates for editorial content
- Oversaw digital strategy and production, including website, social and newsletters

Santa Barbara, CA

Digital Media Artist | UCSB Extension

08/17 – 06/18

- Produced short videos to promote academic courses and programs across platforms
- Photographed portraits and events, and documented student life on and off campus
- Designed digital and print materials using InDesign, Illustrator, and Photoshop

Santa Barbara, CA

Digital Communications Fellow, National Center for Ecological Analysis and Synthesis

06/17 – 09/18

- Contributed mockups, design, and coding (HTML/CSS) to company emails and websites
- Created logos and infographics using Illustrator, InDesign, and Photoshop
- Wrote newsletters, press releases, & other science communications texts

Santa Barbara, CA

EDUCATION

University of California

Santa Barbara, CA

Bachelor of Arts, Psychology, Comparative Literature

Minor, Professional Writing: Multimedia Communication Emphasis

SKILLS & PROFICIENCIES

Storytelling: Social Video | Documentary | Podcasts | Photography

Audience: SEO | Social Media | Email | Mobile Apps | Analytics | Content Strategy

Software: Premiere | Audition | Lightroom | After Effects | InDesign | Photoshop | Illustrator

ERIKA BETTY CARLOS // CURRICULUM VITAE

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EDUCATION

University of California, Santa Barbara

Bachelor of Arts, Psychology & Comparative Literature

Minor, Professional Writing (Multimedia Communications Emphasis)

UC Florence, Italy

Italian Language & Film Studies

EMPLOYMENT

2022 - present Audience Editor of Strategy & Off-Platform, The San Francisco Chronicle

2020 - 2022 Off-Platform Producer, The San Francisco Chronicle

2019 Newsroom Producer, The San Francisco Chronicle

2018 - 2019 Digital Editor, Santa Barbara Independent

2018 Newsroom Intern, Santa Barbara Independent

2015 - 2018 Writer and Multimedia Designer, Freelance

2017 - 2018 Digital Media Artist, UCSB Extension

2017 - 2018 Digital Communications Fellow, National Center for Ecological Analysis and Synthesis

2016 - 2018 Web Producer, *impactmania* Magazine

2016 - 2017 Raab Writing Fellow, Writing Program UCSB

2015 - 2017 Technology and Design Assistant, UCSB Writing Program

2015 - 2016 Marketing and Design, UCSB Education Abroad Program

2015 Franchise Management Intern, The Walt Disney Company

2015 Franchise Marketing Intern, Sony Pictures Television

2014 Production Assistant, UCSB Pollock Theater

2014 Production and Development Intern, TV Santa Barbara

2014 Marketing and Multimedia Design Intern, Asher Market

2014 Digital Marketing Intern, World Wide Art Publications

2013 Administrative Intern, UCSB Film and Media Department

TRAININGS & CERTIFICATIONS

2023 Open Source Investigation – Foundational; The Human Rights Center at UC Berkeley and the Institute of International Criminal Investigation (ICCI)

AWARDS & GRANTS

2022 Best Podcast for Extra Spicy, Society for Features Journalism

2022 Nominee, Northern California Area Emmy Awards

2019 2nd Place, Multimedia Storytelling, Association of Alternative Newsmedia (AAN)

2016 - 2017 Writing Program Nominee, Chancellor's Award For Excellence in Undergraduate Research, UCSB

2017 Nominee (By Prof. Richard Hecht), Comparative Literature Student of the Year Award

2017 Certificate of Excellence for Outstanding Work in a Comparative Literature Class

2017 Undergraduate Research and Creative Activities (URCA) Grant, UCSB

PROJECTS

- 2020 - 2021 Lead Producer/Editor: A weekly food and culture podcast hosted by Soleil Ho and Justin Phillips. Listen on Apple, Spotify or wherever you get your podcasts.
- 2017 - 2019 Multimedia Designer/Developer, The Landscape Is Changing: Stories for Reconceiving Ownership, Authorship, & Copyright for Writing Instruction. Published in Kairos, A Journal of Rhetoric, Technology, and Pedagogy Fall 2019.
- 2016 - 2018 Independent Researcher & Designer, All Worked Up: A Project About Student Labor. Visit allworkedup.org for more info.

PRESENTATIONS

- February 2023 Introduction to SEO, Georgetown University
- April 2018 "Exploring the Lives of Student Workers" Affects & Effects: A Feminist Meta-Conference, UCLA.
- May 2017 "Enacting Solidarity with Student Workers and Students in Debt" Co-presented with Dr. Heather Steffen and Chelsea Brandwein, Cultural Studies Association Conference (CSA), Washington, DC.
- May 2017 "All Worked Up: A Project About Student Labor" Co-presented with Chelsea Brandwein and Nastacia Schmoll for Undergraduate Research Colloquium, Santa Barbara, CA.
- March 2017 "Writing the Lives of Working College Students," research poster co-presented with Chelsea Brandwein and Nastacia Schmoll, Conference on College Composition and Communication (CCCC), Portland, OR.

VOLUNTEER SERVICE

- 2023 Multimedia Instructor, San Quentin State Prison
- 2019 Website Design & Development, El Tecolote
- 2017 Photographer, National Association of Latino Independent Producers
- 2015 Website and Graphic Designer, UCSB Reel Loud Film Festival
- 2014 Website Design & Development, Peitho: Coalition of Feminist Scholars

SKILLS & COMPETENCIES

Storytelling: Digital Video | Documentary | Podcasts | Photography

Audience: SEO | Social Media | Email | Mobile Apps | Analytics | Content Strategy

Software: Premiere | Audition | Lightroom | After Effects | InDesign | Photoshop | Illustrator