

Carter Heath

College Station, TX | (979) 224-1403 | carterheath00@gmail.com

EDUCATION

Texas A&M University, Mays Business School College Station, TX
Master of Business Administration & Master of Science in Analytics May 2024

University of Texas, Moody College of Communications Austin, TX
Bachelor of Arts in Film, Bachelor of Arts in Journalism December 2019

EXPERIENCE

Carter Heath YouTube Channel College Station, TX
Owner/Creator November 2020 - Present

- Launched personal YouTube channel focused on developing new skills and exploring unique forms of storytelling, gaining over 100,000 views across 24 different videos
- Create, write, film, and edit entertaining and marketable content to reach the Millennial and Gen Z audience
- Engage and interact with growing audience of 20,000+ followers by responding through comments and messages

Flying Penguin Ice College Station, TX
Assistant Manager November 2020 - July 2022

- Oversaw daily operations by supervising 20 employees, maintaining operational efficiencies, and ensuring a consistent inventory of over 500,000 pounds of ice monthly
- Served as corporate point of contact, cultivating relationships with vendors and major customers to ensure effective communication and on time delivery of products and supplies
- Optimized supply chain by instituting an electronic inventory detection system for remote customers, allowing for efficient production and distribution of product based on inventory volumes
- Led employee training of manufacturing techniques and practices to optimize productivity and ensure safe work environment

Ryan Trahan YouTube Channel Austin, TX
Operations Manager/Producer September 2019 – November 2020

- Managed business and creative operations for a 10 million subscriber YouTube channel with a focus on producing entertaining and viral content for the Millennial and Gen Z audience
- Proposed, conceptualized, and produced over 30 videos amassing more than 100 million views by scouting locations, designing and building sets, and organizing talent and transportation
- Spearheaded data driven approach to video content development and marketing, utilizing YouTube's ad system to ab test video concepts and branding for implementation into strategy
- Headed sales and distribution of channel-related merchandise; created and maintained relationships with international and domestic manufacturers, developed and tested multiple product lines, and managed customers

"Dear Mr. Brody" Documentary Austin, TX
Production Assistant September 2017 – September 2019

- Performed archival video research, locating hundreds of period-correct clips for use in documentary filming
- Organized and set up equipment and sets for over a dozen film shoots, interviews, and reenactments
- Filed public information requests with multiple archives and government agencies and performed administrative tasks to facilitate pre-production process

Daily Texan Campus News Austin, TX
Video Producer January 2017 – December 2018

- Created over 20 news and animated explainer videos on issues relevant to the University of Texas community, including events, legislation, and interviews with faculty and students

KBTX TV College Station, TX
Video Producer Intern June 2018 – August 2018

- Drafted scripts, assembled video, recorded voiceover, shadowed reporters, covering local event and issues
- Developed broad understanding of TV production practices, standards, ethics, and regulation for news broadcast

SKILLS, ACTIVITIES & INTERESTS

Languages: Conversational Spanish

Technical Skills: Adobe Creative Suite, Camera Operation, Word and Excel

Interests: Filmmaking, Cooking, Skiing