

# CARSON MLNARIK

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## EXPERIENCE

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### **FREELANCE PROMOTIONS COORDINATOR - Allied Integrated Marketing | May 2018- July 2018**

- Assisted with test and promotional film screenings in greater Phoenix area, completing studio demographic reports and collecting press quotes.

### **SOCIAL MEDIA PRODUCER/ANALYST - Arizona PBS Cronkite News | Jan. 2018- June 2018**

- Met reach & engagement goals, testing content performance on a daily and weekly basis, using audience data to pivot strategy and conduct A/B testing.
- Created original and supplementary content including video, graphics, Snapchat and Instagram motion graphics and paid and organic campaigns
- Leveraged audience data to identify and engage influencers and manage community

### **PROMOTIONS DIRECTOR - Blaze Radio | Jan. 2016- present**

- Managed official station social media accounts, growing follower count by 12% in 6 mos. and breaking records on post engagement.
- Organized promotions, contests and giveaways with local and national contacts.
- Planned on and off-campus events and concerts
- Won IBS Award for Best Website (2018) and nominated for Best Promotions Director (2018)

### **FREELANCE REPORTER - Times Media Group | Aug. 2016 - present**

- Researched, reported and wrote hard news and entertainment stories for 10+ plus print and digital publications, including The Entertainer!, The East Valley Tribune and College Times.
- Interviews include Lindsey Stirling, Ben Folds, Bo Burnham, Guillermo del Toro, Clay Aiken.

### **ASSISTANT MANAGER - Harkins Theatres | May 2012- July 2018**

- Oversaw theatre and staff operations at flagship location of 5th largest movie theatre chain in North America.

### **SCRIPT AND DEVELOPMENT ANALYST - The Hideaway Entertainment | March 2018 - June 2018**

- Worked in development department as a script reader
- Delivered coverage for potential projects, analyzing commerciability and quality.

### **EVENTS ASSISTANT - Phoenix Film Festival | Jan. 2017 - May 2017**

- Assisted in festival duties: scoring films, creating online ticketing, creating and copy editing festival program and assisting on-location.

### **SOCIAL MEDIA TEAM - Sedona Film Festival | Feb. 2015**

- Answered fan questions on Super Bowl email, Facebook and Twitter accounts on location.

### **SOCIAL MEDIA TEAM - Super Bowl XLIX | Jan. & Feb. 2015**

- Maintained event coverage on official festival social media accounts.
- Ran press interview room

## SKILLS

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**Graphics:** Adobe Photoshop and After Effects

**Video Editing:** Adobe Premiere, iMovie, Final Cut Pro

**Analytics:** Keyhole, Parse.ly, Twitter, Facebook Insights, Crowdtangle

**Videography:** DSLR, 360 video

**Social Media Mgmt:** Hootsuite, Tweetdeck

**Production:** Set Mgmt, Lighting, Sound, Directing

**Misc:** HTML, Basecamp, Wordpress, Wix

## EDUCATION

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B.A. in Journalism and Mass Communication

B.A. in Filmmaking Practices

**Arizona State University 2018**

**Barrett, The Honor's College**

**Thesis:** "Drama Drama: Using Creative Experiences to Create a Screenplay"

**Senior Project:** "Entertainmentships: Exploring Public Relations in the Entertainment Field"

**CARSON MLNARIK**  
*Curriculum vitae*  
“A creative jack of all trades”

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602-620-3740

**Education:**

Spring 2018

**B.F.A, Journalism and Mass Communications, Walter Cronkite School of Journalism, Arizona State University**

Degree awarded with honors.

**B.F.A, Filmmaking Practices, Herberger Institute of Design and Arts, Arizona State University**

Degree awarded with honors.

Senior Project: *Entertainmentships: The bridge between public relations and the entertainment industry*

(entertainmentships.wordpress.com)

**Social Media/Public Relations:**

2018

**Cronkite News – Arizona PBS**

Social media analyst and content creator for nightly newscast

Channels: *YouTube, Twitter, Facebook, Instagram, Snapchat*

Analytics: *Keyhole, Parse.ly, Facebook Insights, Twitter Analytics, Crowdtangle*

**Allied Integrated Marketing**

Freelance Screening Rep

*Works with film studios to conduct research and test screenings of upcoming releases in Phoenix, Arizona market. Delivers and conducts screening reports on audience commentary and screening demographics.*

2017

**NASA Psyche Mission**

Public relations consultant and social media content creator

*Created copy for Facebook, Instagram and Twitter pages.*

*Created long-term strategic plan for social media calendar, NASA internship program and alumni connections.  
Part of Cronkite P.R. Lab*

**Phoenix Film Festival**

Events Assistant

*Created copy for festival program.*

*Assisted in events tent with running panels, VIP area, and interviews.*

*Scored films for festival inclusion.*

2016-2018

**Blaze Radio**

Promotions Director

Channels: *Twitter, Facebook, Instagram, Snapchat*

*Created copy and graphic/visual content.*

*Conducted on-air interviews with Bo Burnham, Jake Bugg.*

*Ran social media calendars.*

*Planned annual concerts, conducted tabling events and outreach.*

2015

**Sedona Film Festival**

Social Media Team

Channels: *YouTube, Twitter, Facebook, Instagram*

*Created copy for social media channels.*

*Ran interview room.*

**NFL Super Bowl XLIX**

Social Media Team

Channels: *Twitter and Facebook*

*Answered fan questions via e-mail and social media about parking, games, concerts and fan experience.*

**Publication History:**

***Journalism (Features, Listicles, Calendars, Interviews, Hard News):***

2016-present

**Freelance Writer- Times Media Group**

The Entertainer!

*Top 25, The Downtowner*

*Featured interviews include Lindsey Stirling, JoJo, Clay Aiken, Sinbad, Ben Folds, Anneliese van der Pol, Kellie Pickler*

College Times

*Top Events Calendar, Horoscopes, 11 Things You Need to Know*

*Featured articles, interviews and festival coverage.*

Phoenix.org

East Valley Tribune

West Valley View

Lovin' Life After 50

*Top 15*

Gilbert Woman

Ahwautkee.com

Festivalsaz.com

The College Beat

North Valley Magazine

*Featured film reviews include Black Panther, A Quiet Place, Deadpool 2*

Nearby News

2016-2017

**Arts and Culture Reporter – State Press**

2015

**Freelance Reporter**

The Arizona Republic

Scottsdale Independent

Downtown Devil

**Poetry:**

2012

**Cicada Magazine**

“Reasons Why” – free-verse poem submission selected by editors for publication

**Theatrical Production Experience:**

2018

**Scottsdale Conservatory Theatre**

Acting Track I – Movement, Voice and Diction, Musical Theatre, Dance, Improv

*“The Illiad, The Odyssey and all of Greek Mythology in 99 Minutes or Less”* dir. Maren Maclean

**“Counter Act” Devising**

dir. Nik Zaleski

*Devised additional scenes, movement and content for second iteration of Arizona State University's "With Each Other" to be produced in fall of 2018.*

2017

**"With Each Other"**

dir. Nik Zaleski and Elizabeth Johnson

Featured performer/counselor/devisor – "Josh"

*Part of Arizona State University's Counter Act program to promote a campus-wide effort to reduce sexual assault and center healthy sexuality using the arts.*

**"Kristina Wong's Discharges of American History"**

dir. Jenessa Joffe and Kristina Wong

Featured performer – "Eliot Spitzer"

*Immersive performance art piece within a hotel room-CMYK's Artist Room at Washington Square Hotel, New York City, NY*

2016

**"Disorientation"**

dir. Pamela Sterling and Kristin Hunt

Featured performer and devisor – "Carson"

*Devised musical and scene show in the style of Saturday Night Live, commissioned by Arizona State University to introduce freshman to campus.*

**Film:**

2018

**"Swift Pick: Stan Twitter and Taylor Swift"**

*Documentary and comedic short about Taylor Swift online fandom and culture*

Director, Editor, Interview Subject

*Produced as part of the ASU School of Film, Dance and Theatre*

2017

**"Downtown Urban Community Kids"**

*Documentary about after-school program for inner city kids in Phoenix, Arizona*

dir. Jarrod Hallman

Gaffer and Editor

*Produced as part of the ASU School of Film, Dance and Theatre*

**“Eyes”**

*Creative short film about dystopian future*

Director, Editor, Screenwriter

*Produced as part of the ASU School of Film, Dance and Theatre*

**“16 Years Later”**

*Documentary recovering home video of my late father*

Director, Editor, Screenwriter

*Produced as part of the ASU School of Film, Dance and Theatre*

2016

**“Blood Stained Banner”**

*Creative thriller short film about journalism and military*

dir. A.J. Passantino

Actor – “Jackson”/“SWAT #1” and Gaffer

*Produced as part of the ASU School of Film, Dance and Theatre*

**Misc:**

2018

**The Hideaway Entertainment**

Script Reader

*Works in the development department to read potential projects for studio and make recommendations based on writing and commercial prospects.*

**Barrett, The Honor’s College Thesis**

Thesis: *Drama Drama: Using Creative Experience to*

*Develop a Screenplay*

Assisted by ASU faculty Gregory Bernstein and Jason Scott

2015-2017

**Devils Advocate**

*Selected to be a part of tour guide society at Arizona State University. Gave campus tours to prospective college freshmen and their families. Assisted at on-campus events.*

2012-2018

**Harkins Theatres**

Assistant Manager

Camelview at Fashion Square, North Valley, Norterra

*Worked for six years at 5<sup>th</sup> largest movie theatre chain in the United States. Trained in leadership, theatre*

*management, projection, scheduling, guest services, cash handling and inventory.*

**Awards/Honors:**

- 2018                      **Cronkite Spirit Award – Walter Cronkite School of Journalism,  
Arizona State University**
- Best Promotions Director (nominated)**  
**Best Use of Social Media – Snapchat (nominated)**  
**Best Website (winner)**  
**Best Promotion of an Event (winner)**  
**Intercollegiate System of Broadcasting**
- 2017                      **Barrett, The Honors College Summer Program Participant  
New York City, NY**  
*Conducted research on street performance and  
performance studies.*
- 2016                      **Barrett, The Honors College Study Abroad Participant  
Italy – Rome, Florence, Venice**  
*Conducted research and travel writing.*
- 2014-2018              **Dean’s List (GPA of 3.5 or higher) – Walter Cronkite School of  
Journalism and Herberger Institute of Design and Arts, Arizona  
State University**