

Carly Mathews-Lynch

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Skill Set

- Organised, responsible and enthusiastic with a strong creative flair.
- Flexible and friendly. Detail orientated. Works well under pressure. Excellent administrative skills.
- Understanding of broadcast standards and practices.
- Highly proficient with Avid Media Composer and Premiere Pro. Very adaptable and keen to learn.

Work Experience

Promos Producer and Editor, Virgin Media Television

(Oct 2022 - Present)

My primary responsibilities include:

- Creating engaging and innovative promo campaigns for properties across Virgin Media Television's channels that appeal to each audience.
- Writing scripts and producing and editing promos, trailers, reels and packages for both linear and online.
- Directing and producing promo shoots, voiceover sessions and sound mixes.
- Working with commissioning editors & acquisition leads on ground-up campaigns for a variety of content.
- Notable campaigns include: *Gogglebox Ireland, Dead & Buried, Living with Lucy, Grá ar an Trá, Help Me Buy a Home, Born Too Soon, New Season Launch Reels 2024/25, VMPlay Launch* to name but a few.

IT Service Desk Analyst, CarGurus

(Feb 2022 - Oct 2022)

My primary responsibilities include:

- To identify, investigate, and resolve a range of technical issues affecting employees and business systems.
- Maintain high Customer Satisfaction (Internal) for our colleagues.
- Demonstrate flexibility to cope with changing demands based on business priorities.

Presentation Editor, Virgin Media Television

(Sept 2017 - February 2022)

My primary responsibilities included:

- Editing and mixing daily credit squeezes, coming-up menus and promo/brand packaging.
- Working on the major rebrand from TV3 to Virgin Media Television - organising and optimising these new assets to be used by the wider Presentation Team.
- Pitching ideas, assisting with promo shoots & VO sessions, and cutting promotional material including bumpers, idents and social media clips.

I also took on freelance shifts as a VT editor for our flagship current affairs program, 'The Tonight Show' and I worked within the Continuity team scripting, recording and editing VOs.

Assistant TX/Compliance Editor, Virgin Media Television

(Jan 2017 - Sept 2017)

My role as an Assistant Transmission Editor required me to:

- Communicate with gallery and studio crew regarding live in-studio broadcasts and external simulcasts.
- Check daily transmission schedules, ads, promos and continuity within Pebble Beach (TX)
- Be the final port of call for all outputs.

Within the Compliance Department it was my responsibility to edit and prep acquired programme content using for transmission across the 3 channels. This role required me to:

- Utilise strong editorial judgement.
- Quality check content in adherence to the channel's Taste and Decency guidelines and BAI requirements.
- Identify any technical flaws and ensure all was present on the Transmission department's servers for air.

Freelance Editor, UTV Ireland**(June 2015 - Dec 2016)**

In this role I was responsible for editing packages for Ireland Live News at 17:30 and 22:00.

I also cut stylistic and creative VTs for the channel's weekly entertainment show, 'The Pulse' along with the half-hour assemble edit of the programme.

This required the ability to multi-task whilst working to a very tight deadline, along with knowledge of Avid editing systems, interplay, iNews, ISIS networked storage, and television production processes.

Whilst in UTV, I also covered shifts as a **Media Assistant** within the channel's news library. I had to organise/catalogue media files and metadata, and carry out searches for specific footage/source alternative material for various departments like news, promos and programming.

Freelance Editor, Virgin Media Television (formerly TV3)**(Nov 2015 - Aug 2016)**

I was responsible for editing a variety of content across news and studio programming including Ireland AM, News at 5:30, The 6 O'Clock Show and The Tonight Show.

This role required the ability to edit on Avid to a high standard whilst under pressure, knowledge about the use of non-linear editing systems and high production values for broadcast content.

Service Administrator/Technician, Compub Apple, Grafton St**(Nov 2011 - Jan 2016)**

I am a qualified Apple Certified Macintosh Technician, Support Professional and Sales Professional.

- Troubleshoot and repair hardware and software issues with Mac and iOS products.
- Train new employees from the ground up.
- Help supervise a team of 12+ technicians and manage/organise the workflow of the Service Dept.
- Maintain the stock database, repair notes, and organise the shipping of Apple Service parts.

Production Assistant**(2011 - 2014)**

After my undergrad and during my time in Compub, I worked as a freelance production assistant on a variety of projects including live studio broadcasts, OBs, and documentaries.

- Crossing the Line Productions - '**Bioblitz**' for RTÉ 1. (May 2013)
- Intel Studios - '**ISSTV**'. (April 2013)
- Square One Productions, '**Dhá Chuirt**' for TG4. (Sept 2011)

Educational Record**MA in Broadcast Production for Television and Radio (Honours 1:1)****(Oct 2014 - May 2015)**

The National Film School, IADT, Dún Laoghaire

Subjects included post-production techniques, single camera operation, script-writing for TV and radio, and studio operations. Recorded and edited a TV and a radio documentary as part of my final project. Obtained industry placements at Piranha Bar, LFMF and UTV Ireland. Graduated with a 4.0 GPA.

BA in Communication Studies (Honours 2:1)**(Oct 2008 - May 2011)**

Dublin City University

Subjects included advanced video production, media studies, advertising, and psychology.

Thesis: 'Amongst the Amish' - 20 min broadcast-ready TV doc on an Amish Community living in Waterford which received an Honours 1.1 grade.

Accomplishments

- Awarded the Sky Academy TV Scholarship in 2014/15 for the MA in Broadcast Production at the National Film School in IADT.
- Shortlisted for best Radio Production: Arts and Features at the 2015 National Student Media Awards (Smedias) and Nominated for Radio DJ of the Year at the 2011 Smedias.
- I'm an avid board gamer winning the Irish Catan National Championship 2018 and placing Top 16 in Europe in at the 2019 Catan European Championship in Utrecht.

Referrals

Available on Request