

CARTER COFFEY

REPLAY & VIDEO PRODUCTION | DREAMCATCHER OPERATOR | CONTENT CREATOR



EDUCATION

- ATM Texas A&M University**, College Station, TX
- B.S. in Telecommunication Media Studies, May 2025
 - Minor in Business
 - GPA: 3.92, Summa Cum Laude

CONTACT

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- 📍 Allen, TX 75013

PORTFOLIO WEBSITE



TECHNICAL SKILLS

- Evertz DreamCatcher
- Adobe Creative Suite
- Final Cut Pro
- CatDV
- Metadata Tagging
- Logic Pro X
- Microsoft Office Suite

LEADERSHIP



AGGIE TRANSITION CAMPS

- **Howdy Camp Counselor**
 - Fall 2022–Winter 2023
- **T-Camp Counselor**
 - Spring–Summer 2023
- **T-Camp Teamer**
 - Spring–Summer 2024
- **Howdy Camp Campfire Speaker**
 - Fall 2024–Winter 2025



PHI THETA KAPPA HONOR SOCIETY

- **Member & Presenter**
 - 2021-2022

WORK EXPERIENCE

12MP | 12TH MAN PRODUCTIONS | TEXAS A&M ATHLETICS

BROADCAST REPLAY OPERATOR

🕒 November 2023–May 2025

- Led replay operations for ESPN/SEC Network broadcasts, including 30+ nationally televised broadcasts and for 100,000+ in-venue fans at Kyle Field throughout the 2024 Home schedule, executing instant replays under pressure using Evertz DreamCatcher systems.
- Built narrative-driven highlight packages across football, basketball, baseball, and volleyball to support and enhance nationally televised broadcasts.
- Executed game-critical melts and recap packages postgame for ESPN distribution, utilizing multi-angle workflows, detailed metadata tagging, and precise cut-only transitions to meet strict broadcast delivery standards.
- Collaborated with producers and directors to prepare and deliver open segments, halftime highlights, and dynamic rollouts using high-frame-rate (HFR) slo-mo content.
- Developed and documented an internal best practices guide for replay roles, training new operators, and standardizing operations across multiple sports.
- Operated under tight time constraints during high-stakes broadcasts, maintaining accuracy, poise, and creative decision-making under pressure.

POST-PRODUCTION VIDEOGRAPHER/CONTENT EDITOR

🕒 November 2024–March 2025

- Shot and edited player-focused content at local events, warm-ups, and games, capturing authentic moments that elevated the in-venue and online fan experience.
- Produced sponsored “Ask the Aggies” video segments, editing lighthearted, brand-aligned halftime features illustrating team personality, and increasing fan engagement.
- Delivered real-time content for social media, coordinating with digital teams to ensure game footage was optimized, exported, and distributed efficiently during live events.
- Created high-energy hype video board content used as the official in-venue pre-tipoff feature for men’s basketball, contributing to the visual identity and game day atmosphere.
- Assisted in asset management and content organization, maintaining clean project structures and labeling conventions to streamline editing workflows and hand-offs.

🎯 | TARGET | ALLEN, TEXAS

GUEST SERVICE & DRIVE-UP SPECIALIST

🕒 June 2021–June 2024

- Managed dual front-end service roles, balancing in-store guest concerns, returns, and purchases with fulfillment of in-person pickup and outdoor drive-up orders.
- Demonstrated leadership and initiative by delegating responsibilities, coordinating shift transitions, and ensuring coverage across key front-end positions during peak hours.
- Practiced efficient multitasking, often as 1 of 2 team members running high-volume operations, requiring constant prioritization, collaboration, and situational awareness.
- Handled various and variable closing responsibilities and maintained access to secured departments, reinforcing trust, reliability, and attention to detail.
- Promoted guest satisfaction through empathy and problem-solving, reinforcing Target’s service values and turning challenges into positive guest experiences.
- Worked outdoor shifts in extreme Texas weather, demonstrating resilience, dependability, and a consistent work ethic, irregardless of environmental condition.

REFERENCES

JUSTIN ARGO

12MP | Director of Broadcasts
📞 (361)-522-3382
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ELISSA KILLABREW HOGUE

12MP | Senior Broadcast Producer
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CESAR RODRIGUEZ

12MP | MBB Producer/Editor
📞 (903)-277-7035
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THOMAS BURNS

12MP | Broadcast Producer
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KERITH ADAMS

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