

MOLLY MCDONALD

Content Producer

I'm based between London & NYC, but my projects often take me around the world! Though well-versed in film and TV, my primary focus is viral digital content for social platforms. I work with established creators (1 million+ followers) to deliver compelling & unique stories. Organization, communication, and delegation are my strongest skillsets; however, perhaps most of all, I am a human rolodex when it comes to networking and event-hosting. Let's connect! I can always find time for a coffee.

Current **WHY WAIT STUDIOS/ YOUTUBE (LONDON)**

Producer

- Manages production team, overseeing creative directors, camera ops, production assistants, and editors, to generate engaging, viral videos for audiences across Youtube, TikTok, and Instagram.
- Pitches and produces short and long-form content for leading content creators. (1 million+ followers), aligning with creative strategy and budget from ideation and shoot days to publication of the story.
- Analyzes data and consults with strategic partners to make sure targets are being met with regard to demographics, trends, and viewership.

2022- 2023 **THE DOWNTOWN ALLIANCE (NYC)**

Social Media Consultant (Freelance)

- Finalist (amongst 750+ applicants) of the NYC "Explorer in Chief" Competition (2020), subsequently recruited to run social campaign "Get Social".
- Examines analytics and ideates marketing strategies for local businesses, assessing individual brand needs and meeting weekly with clients to assess progress.
- Shoots, edits, and delivers original content, as well as outsourcing assets for engagement.

2022-2023 **NEW YORK UNIVERSITY (NYC)**

Research Assistant

- Selected from graduate program to assist Ambassador Dan Mulhall with research, material sourcing, and presentations during the Fall 2022 semester.

2018-2022 **NBC, CNN, VIACOMCBS, AMAZON, NETFLIX, ETC. (NYC)**

Associate Producer

- Developed on-set production for live TV, streamed shows, & digital media platforms.
- Oversaw PA team, assisted with day-to-day logistics, steering cohesive tone and style for publication.
- Wrote and delivered original content, edited, and outsourced assets.
- Credits include: The Today Show, Saturday Night Live, CNN's Amanpour, BBC Radio4, The Marvelous Mrs. Maisel, Law & Order, Dickinson, Billions, Blacklist, God Friended Me, etc.

2018-2019 **FLICKER PRODUCTIONS (LONDON)**

- Production Assistant (Part Time)
- Researched episodes of MTV's Reggie Yates vs. The World, collecting data and statistics, location scouting, recruiting subjects, organizing equipment and crew travel.
- Scripted episodes and interviewed subjects for broadcast.
- Handled major press rollback and security concerns following the ambushed April 2019 Derry riots in Northern Ireland, in which our crew was at risk.

2018-2019 VINCE POWER MUSIC GROUP (LONDON)

Event Producer & Social Media Manager (Part-Time)

- Scouted and contracted a lineup of musicians including Imelda May, Shane MacGowan, The Chieftans, The Dublin Legends (Formerly The Dubliners), and Nathan Carter for annual Irish music festival The Feis in Liverpool.
- Collaborated with journalists at publications like Hello Magazine and The Irish Post and with graphic designers for press content to boost ticket sales.
- Managed Twitter, Facebook, and Instagram feeds to promote events across historic venues.

2016-2018 TIME INC. (NYC)

Production Coordinator (Digital and Print for People Magazine, Entertainment Weekly, Time Mag)

- Assisted Editor-in-Chief Jess Cagle and Creative Director Andrea Dunham with the production of cover stories and photoshoots.
- Scripted segments, researched, booked talent, location scouted, handled call sheets.
- Filed monthly expenses, scheduled meetings, and handled day-to-day administrative tasks.

2016 BOSTON UNIVERSITY C.O.M. (BOSTON)

Teaching Assistant, Journalism Program

- Selected as an undergrad by the Dean of Students based on merit standing to work alongside faculty in refining course rubric and leading lecture sessions.
- Proctored and graded exams, essays, and homework assignments for JO357: History and Principles of Journalism.
- Arranged conferences, meetings, and travel reservations for department personnel.

2015 WYHLDFISCH PRODUCTIONS (SYDNEY)

Production Intern

- Pitched, created film treatments, budgeted, and assessed risk management.
- Assisted in pre-production, as well as on set shooting alongside directors.
- Contributed to post production cutting and editing using Aperture, Premiere, and Final Cut.

EDUCATION

2023 New York University

Masters of Arts, International Relations and Irish Studies

2017 Boston University

Bachelor of Science, Journalism

Certifications of Completion: New York Film Academy (2017), Stella Adler Acting School (2018)

SKILLS

Photography/ Videography

Dual Citizen: US/ Ireland

AP Style Copy Editing

Conversational French

Premiere, Final Cut, Photoshop

Networking, Event Planning

Winner of *The Boston Globe's* Student Photography Contest (2017).

Traveled to 50 countries over 5 continents.