

NICOLE KRAEMER

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WORK EXPERIENCE

THE WALT DISNEY COMPANY - YELLOW SHOES CREATIVE GROUP

Orlando, FL

Associate Producer - Integrated Content Production

Sep 2024 – Present

- Produce video advertisements for various forms of media including streaming, social, and digital.
- Manage production budgets, production schedules, vendor negotiations, and asset delivery against tight timelines.
- Collaborate with creative teams and external production companies to ensure client satisfaction and return on investment.
- Balance creative ideas with deadlines and budgets to execute the best possible final product.
- Obtain, provide, and route feedback amongst internal and external stakeholders.
- Capture and edit video as projects require.

Production Coordinator - Media Network Synergy

Jan 2023 – Sep 2024

- Produced video projects for various forms of media including primetime specials, documentaries, and social campaigns.
- Collaborated with internal partners across TWDC (Disney+, ABC, ESPN, and Hulu) and external partners to ensure an impactful and polished final product.
- Managed budgets, production schedules, and deliverables throughout the entire production process.
- Strategized Disney Experiences brand integrations for each project with various stakeholders.
- Organized Airtable bases of 100's of inputs to track project updates innovating our team usage of Airtable in the process.

RALPH CREATIVE

New York, NY (Remote)

Social Co-op

Jan 2023 – May 2023

- Brainstormed big picture and daily creative for Netflix, Amazon Prime Video, and Tinder social media marketing campaigns.
- Storyboarded concepts for social media posts to entice fans to stream shows.
- Pitched and executed ideas for creative concepts.
- Wrote engaging copy for social media posts.

THE WALT DISNEY COMPANY – YELLOW SHOES CREATIVE GROUP

Los Angeles, CA

Production & Media Network Synergy Professional Intern

Jun 2022 – Jan 2023

- Production assistant on set for projects including *Dick Clark's New Year's Rockin' Eve*, *Home Economics*, and *Behind the Attraction*.
- Scripted, produced, shot, and edited videos for Disney Parks social handles gaining over 10M impressions per video.
- Provided professional talent relations with a-list talent both on set and during press events.
- Wrote blog posts for Disney Parks Blog to promote new shows and content across the enterprise.
- Maintained trackers of more than 700 assets per tracker.

RALPH CREATIVE

New York, NY

Production Co-op

Jul 2021 – Dec 2021

- Managed up to 7 campaigns daily by facilitating communications and distributing video and static deliverables.
- Led the client communication and creative development of 3 microsites on tight timelines.
- Assisted in managing award winning social media campaigns for clients at Netflix, HBOMax, Prime Video, Peacock, and Hulu.
- Created and organized storyboards, production trackers, footage logs, internal and client facing agendas, shipments, and Asana.

EDUCATION

NORTHEASTERN UNIVERSITY

Boston, MA

Bachelor of Arts in Communications and Media Studies; Minors in Media Production & Business Administration

Magna Cum Laude

Honors: Dean's List (All semesters), Comm Ambassador (Jan 2019 to May 2023), Peer Mentor, Comm Scholar

Activities: Army ROTC, Chi Omega, Northeastern Women's Lacrosse, Intramural Broomball

Global Experiences: John Cabot University - Semester Abroad in Rome, Italy (Spring '22); NEU Dialogue of Civilizations –

English Culture and Documentary Filmmaking (Summer '22, '23 - Teaching Assistant) (Summer '19 - Student)

SPECIAL SKILLS & INTERESTS

SOFTWARE: Adobe Creative Suite (Premiere, After Effects, Photoshop), Microsoft (Word, PowerPoint, Excel, Teams), Google (Meet, Docs, Sheets, Slides, Calendar, Photos), Avid Media Composer, Pro Tools, Apple Suite, WordPress, Asana, Slack, Airtable

SOCIAL MEDIA: Instagram, TikTok, X, Meta, Community, Snapchat, VSCO, YouTube, LinkedIn

INTERESTS: On set television production, screenwriting, social media marketing, travel & cultural experiences, the multiverse

ATTRIBUTES: Creative, Hardworking, Responsible, Organized, Excitable, Loyal, Team Oriented

CREDITS: Production Coordinator - *EPCOT Becoming: Inside the Transformation (2024)*, *40th Anniversary Disney Parks Magical Christmas Day Parade (2024, Daytime Emmy Award)*, *The Wonderful World of Disney: Magical Holiday Celebration (2024)*; Disney Intern - *The Wonderful World of Disney Magical Christmas Day Parade (2023, Daytime Emmy Nomination)*

UNITED STATES ARMY RESERVES - 389th Combat Sustainment Support Battalion

Fort Totten, NY

1st Lieutenant, Personnel Staff Officer

May 2023 – Present

- Managing the personnel information and associated actions for 450+ Soldiers in the Battalion.
- Leading a team of 10 members.