

NICOLE KRAEMER

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WORK EXPERIENCE

RALPH CREATIVE

Social Co-op

New York, NY (Remote)

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.
- Researched and presented current marketing campaigns.
- Pitched and executed ideas for creative concepts.
- Wrote engaging copy for social media posts.

THE WALT DISNEY COMPANY – YELLOW SHOES CREATIVE GROUP

Production & Media Network Synergy Professional Intern

Los Angeles, CA

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.

Credits: The Wonderful World of Disney Magical Christmas Day Parade (Disney Intern)

NORTHEASTERN GLOBAL EXPERIENCE OFFICE

Program Assistant for English Culture & Documentary Filmmaking Dialogue of Civilizations

London, England

May 2022 – Jun 2022

- Mentored 25 students as they conceptualized, filmed, and edited 4 documentary films related to English culture.
- Served as a teaching assistant for two classes: English Culture and Documentary Filmmaking.
- Responsible for the well-being of 25 students while abroad in a foreign country as a resident assistant and main point of contact.

RALPH CREATIVE

Production Co-op

New York, NY

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.
- Wrote copy and concepts for social media content including but not limited to memes.
- Assisted in managing award winning social media campaigns for clients such as Netflix, HBOMax, Prime Video, Peacock, and Hulu.
- Created and organized storyboards, production trackers, footage logs, internal and client facing agendas, shipments, and Asana.
- Brainstormed during various stages of projects from initial pitch to daily engagements.

HOWLIN' HUSKIES PRODUCTIONS

Video Production Assistant

Boston, MA

Aug 2018 – May 2021

- Operated cameras and produced live stream events of Northeastern sports for NESN.

EDUCATION

NORTHEASTERN UNIVERSITY

Bachelor of Arts in Communications and Media Studies

Boston, MA

Magna Cum Laude

Minors: Media Production, Business Administration

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

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

Global Experiences: John Cabot University - Semester Study Abroad in Rome, Italy (Spring 2022); Northeastern Dialogue of Civilizations – English Culture and Documentary Filmmaking (Summer 2019)

PROTECT THE PACK - CAPSTONE DOCUMENTARY

Sep 2020 – Jan 2021

Producer, Director, Writer, Editor

Awards: NATAS Non - Fiction Long Form Honorable Mention (May 2021)

- Individually produced a 33-minute film about how Northeastern University responded to the COVID-19 pandemic.
- Edited film using Adobe Premiere, After Effects, and Photoshop.
- Filmed, directed, and produced 10 interviews for the documentary with University leaders, professors, and students.

LIGHTS, CAMERA, BREXIT- DOCUMENTARY FILM

May 2019 – Jun 2019

Producer, Editor

- Produced a documentary film, with a team of students, about how Brexit will impact the film industry.
- Contacted and coordinated meetings with industry professionals to aide in research and conduct interviews.

SPECIAL SKILLS & INTERESTS

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

SOCIAL MEDIA: Instagram, TikTok, Twitter, Facebook, 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