

# NICOLE KRAEMER

nicolekraemercreative@gmail.com | <https://nicole-kraemer.com>

## WORK EXPERIENCE

### THE WALT DISNEY COMPANY - YELLOW SHOES CREATIVE GROUP

Orlando, FL

*Production Coordinator*

Jan 2023 – May 2023

- Producing video integrations for various forms of media including primetime specials, documentaries, social campaigns, and scripted and unscripted television.
- Collaborating with partners across TWDC like Disney+, ABC, ESPN, and Hulu as well as external partners to ensure an impactful and polished final product.
- Overseeing budgets, production schedules, and deliverables throughout the entire production process.
- Strategizing Disney Experiences brand integrations for each project creatively and seamlessly.
- Organizing Airtable bases with several hundreds of inputs to track project updates and information.

### UNITED STATES ARMY RESERVES - 389th Combat Sustainment Support Battalion

Fort Totten, NY

*2nd 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.

### 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.
- 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

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.
- 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

Boston, MA

*Video Production Assistant*

Aug 2018 – May 2021

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

## EDUCATION

### NORTHEASTERN UNIVERSITY

Boston, MA

*Bachelor of Arts in Communications and Media Studies*

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

**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)*