

PROFESSIONAL EXPERIENCE

Marketing Coordinator

Paramount - Pluto TV | Campaign Management | New York, NY | December 2023 - present

- Update deliverables tracker in Airtable of media placements (video, static, & audio) for several Pluto TV marketing campaigns
- Created presentation deck of over 40 out of home placements during the Super Bowl for creative review and approval
- Organize digital assets and compile timely feedback from the creative team to external vendors for Super Bowl campaign

Project Coordinator

NBCUniversal - Peacock | Creative Operations, Films | New York, NY | April 2023 - December 2023

- Managed the campaign for Peacock's biggest 2023 tentpole & most-watched film, which consisted of over 400 marketing video & static deliverables; liaised across several Peacock teams and creative vendors to deliver over multiple launch periods
- Led trailer request process for all film campaigns; communicated with studio post-production teams to review/retrieve assets
- Worked closely with Legal, S&P, and Music Licensing teams to ensure Peacock promos followed proper guidelines
- Coordinated with external vendors on deliverables, project status, and creative feedback; gathered assets for kickoff and served as the primary point of contact for the duration of the film marketing campaign
- Utilized Airtable to track all campaign deliverables cross-functionally; vetted content in order to pass QC guidelines

Production Coordinator

Warner Bros. Discovery - Discovery Channel, Animal Planet, Science Channel | Marketing | New York, NY | June 2021 - March 2023

- Built and maintained dynamic trackers on Airtable to organize data on projects, flight dates, and deliverables
- Distributed contracts and talent agreements, initiated kick-off calls, and created timelines for custom shoots
- Used in-house SAP Accounting system to issue POs, update the vendor database, and confirm invoice payments
- Archived branded entertainment spots, assets from clients, rough and fine cuts, cutsheets, and final deliveries in folder system

Entertainment Intern

WarnerMedia - HBO Max/TBS/TNT/TruTV | Post-Production | Burbank, CA | October 2020 - December 2020

- Updated data tracking systems, SmartSheets & MediaSilo, with status of rough cuts and calendars of HBO Max/linear content
- Transcoded screeners for press reviews using Adobe Premiere Pro & Media Encoder; edited dailies selects for *Vida Perfecta*

Delivery and Post-Production Intern

Bleecker Street | Post-Production, Film | New York, NY | January 2020 - March 2020

- Booked press screening requests for upcoming films to be delivered and screened at theatres across the country
- Catalogued and sorted inventory of digital assets; sourced through archived media to pull still photography and trailers

TV Production and Video Intern

Videofashion | Production | New York, NY | January 2019 - May 2019

- Logged databases of show metadata and maintained footage libraries for series using Excel spreadsheets
- Collaborated as a production assistant for the filming of New York Fashion Week managing SD cards and camera equipment

EDUCATION

New York University

New York, NY | Steinhardt School of Culture, Education, and Human Development
Media, Culture, and Communication (B.S.)

Business of Entertainment, Media, and Technology (Stern/Tisch), Web Programming and Applications double minor

Warner Bros. Discovery Access Post-Production Coordinator Training

HBO | New York, NY | April 2023 - June 2023

- 8 week intensive job training program for professionals interested in post-production for high-end scripted programming

SKILLS

- Adobe Creative Suite (Premiere Pro, Photoshop, Illustrator, After Effects), Google Suite, Microsoft Suite, Airtable, Asana, Frame.io, SmartSheets, PIX, Scenechronize, HTML/CSS
- Conversational in French, Mandarin, and Cantonese

HOBBIES

- Breakdance
- Synchronized swimming
- Water polo