
NICOLE DOWNEY

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HONORS

- + Awarded 2016 Credo Honor for exemplary success in marketing and upholding the principles of the NBCUniversal credo mission.

EDUCATION

KUTZTOWN UNIVERSITY

2005 – 2010

Kutztown, PA

- + Bachelor of Science in Electronic Media and Journalism (3.9 GPA).

Accomplished Producer with demonstrable record of achievement leading premium-quality content creation across every platform. Passion for storytelling and for bringing innovative ideas to life. Unique experience in brand marketing and entertainment.

- + Branded TV spots
- + Cross-portfolio campaigns
- + On-air bumpers
- + Social media content and graphics toolkits
- + Marketing videos
- + OLVs

EXPERIENCE

MULLENLOWE, YEI PRODUCTIONS

Los Angeles, CA

A unique agency capability—an in-house production company with state-of-the-art facilities allowing for start to finish content creation at all levels of complexity and cost.

CONTENT PRODUCER

June 2020 – Present

- + Responsible for bidding new requests and creating and implementing, schedules.
- + Ensure post-production team is equipped with the resources, tools, and assets necessary for completing each project.
- + Lead and maintain communication with all internal departments involved throughout the production process.
- + Pre-production planning and line produce on-location for video and still shoots.

COMPANY 3

Los Angeles, CA

A comprehensive post-production facility for movie features, commercials and music videos. Known for its creative color artistry, pioneering technology and global reach.

TRAILER PRODUCER

April 2019 – June 2020

- + Produce trailer campaigns for feature films from inception through delivery.
- + Assemble editorial bays and theaters so their prepped daily per project and artist needs.
- + Main point of contact for all trailer clients.
- + Manage server space and data.

NBCUNIVERSAL CONTENT INNOVATION AGENCY

New York, NY

An in-house creative and strategic marketing resource known for developing cross portfolio campaigns and creative solutions for NBCU Ad Sales, its clients and advertisers.

PRODUCER

March 2016 – April 2019

- + Lead producer on 50+ projects annually. Simultaneously overseeing all aspects from concept, production, post, through finishing and delivery.
- + Work closely with Executives, Producers, Directors and Designers to execute large-scale TV, Immersive, digital and corporate communications productions; responsible for bidding, sourcing crew and vendors, securing locations, permitting, negotiating contracts, gear rentals for grip and lighting departments, scheduling, booking travel.
- + Work alongside creative and strategy teams to develop creative concepts.
- + Play integral role in pitches while fostering client relationships for future opportunities.
- + Oversee entire production ensuring creative expectations are met within budget and timeline.
- + Develop, track and actualize project budgets in excess of \$500k.
- + Cross discipline liaising for asset acquisition for projects.
- + Communicate with clients, talent, agencies, agents, legal and cross department personnel, maintaining streamlined workflows.
- + Source, hire and negotiate rates for editors, motion designers, and production crews.
- + Supervise and delegate assignments to vendors, crew, freelancers and staff production team.
- + Project management – creative resourcing and scheduling.
- + Production strategy – ideate ways to improve workflow and identify budget efficiencies.

PRODUCTION SUPERVISOR

Nov 2013 – March 2016

- + Oversaw day-to-day work of eight staff employees and up to seven freelancers at a given time.
 - + Managed all aspects of productions from concept to delivery.
 - + Produced all video and graphic deliverables for the annual National Sales Meeting.
 - + Developed production rate card, guidelines, and processes implemented department wide.
 - + Built and nurtured a broad network of production resources.
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