

HAYLEY PALMAER

PRODUCTION COORDINATOR

CONTACT

- +1 949.683.1882
- hepalmaer@gmail.com
- www.hayleypalmaer.com
- @hayleypalmaer

SKILLS

- Adobe Premiere Pro
- Adobe Audition
- Figma
- Google Suite
- Canva
- Improvisation & Sketch Comedy

EDUCATION

BFA Acting Syracuse University

2009 - 2013

Intro to Filmmaking School of Visual Arts

Jun - Sept 2017

Google Career Certificates Project Management Professional (PMP)

Currently Enrolled

PROFILE

Experienced content creator with a demonstrated history of working in the entertainment industry. My passion lies in storytelling and I am determined to inform, educate, and inspire the community through an established media platform.

WORK EXPERIENCE

Agency Producer

Print & Contact Jan 2024 - present

- Oversees video and event production for Print & Contact's fashion photography roster (clients include Prada, Saint Laurent, D&G)
- Creates and maintains project schedules; coordinating the production process from concept development to final delivery
- Allocates and manages resources such as equipment, materials, and personnel to support the project's requirements

Production Coordinator

Moon Global, LLC Jan 2024 - present

- Oversaw video production for Oeksound's new marketing campaign, *Bloom*
- Arranged interviews with Grammy winning audio engineers, secured locations, vendors, organized travel logistics, and ensured everything fell within budget
- Served as Lead Producer for the upcoming Korean animated series, *Gyuri and Family* by TunTun English
- Creates and maintains production schedules and budgets for all projects
- Works directly with clients to ensure projects are executed efficiently and at the highest quality

Assistant Production Coordinator

IATSE Local 161 Nov 2021 - present

- Maintains film/television productions daily operations including: securing vendors, renting equipment, issuing COIs, reconciling purchases, cast/crew travel
- Ensures all departments adhere to the set timeline from development to final media distribution
- Notable projects include:
 - Here Today* (Billy Crystal, Tiffany Haddish)
 - Shallow Tale* (Steve Buschemi, John Magaro, Britt Lower)
 - Your Monster* (Meghann Fahy, Melissa Barrera)
 - Starz: Ghost* (Season 3)

TikTok Host & Content Creator





Blinkist Oct 2022 - present

- Fully produced 3-4 videos/week on the Blinkist TikTok account
- Videos included non-fiction book summaries, high level coverage of topical events, comedy sketches, and promoted branded content
- Increased the Blinkist TikTok following by 3400% as of December 2023
- Average organic views per post: 21.5k
- Average watch time: 20.6s
- TikTok: @blinkistapp

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WORK EXPERIENCE

Social Media Content Creator

Q Mixers Oct 2023 - Feb 2024

- Created on average 4 videos and 5 graphics a week on multiple social media platforms including Instagram, TikTok, and Pinterest
- Tracked all KPIs and adjusted content to achieve the brand's goals
- Created 27 pieces of content for Q Mixers' social media brand refresh on their Instagram feed
- Instagram: @qmixers | TikTok: @qmixers

Creative Director

The Rocket Club Academy Jun 2020 - Dec 2021

- Created weekly virtual lesson plans each week for students ages 7 - 14.
- Topics included Cryptocurrency, Advertising, Rocket Science, and the Stock Market
- Recorded and presented lesson plans over Zoom to a faculty of 45
- Taught 6 classes a week in three different age divisions, adjusting presentation style for each class

Lead Producer

New York Fashion Week - Jasmine Chong Dec 2019 - Feb 2020

- Produced a runway show at The Peterson House, NYC with a backstage crew of 37, 12 models, and 75 VIP Industry guests
- Secured top brand sponsors including Votivo, Oribe Hair, and Sparkling Ice
- Rented equipment, obtained COIs, assembled the crew, scheduled interviews and photoshoots

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