

Hayley Palmaer

Associate Producer

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To Whom It May Concern,

Storytelling is at the backbone of my work and I am eager to merge my production experience to produce material that enriches the community. My career began as a performer and that love for the film/tv community brought my skill set behind the scenes.

I recently wrapped production on [Jasmine Chong's Fall Winter/2020 Runway Show for New York Fashion Week](#). I believe the producer role is all about collaboration and having the ability to adjust my approach depending on the client. Jasmine and I worked seamlessly as a team to make the show a reality and kept all lines of communication open. I secured major brand sponsors for the show (above our sponsorship goal), solidified COIs and rentals, served as liaison between all departments, and executed run of show with a crew of 50 and VIP attendance of 75.

I assist production companies with seeing their creative vision to fruition. Margarita Blush Productions trusted me to produce their latest reiteration of [Unfolding](#), a puppet theatre production debuting at The Tank NYC. I worked directly with the client to represent her artistic vision via social media marketing and through a comprehensive press packet. I became the lead liaison between cast and crew, negotiated all letters of agreement, managed overall budget, and organized a press-night with reviewers. Our production successfully sold out more than half of the run and is now planning its international tour to Bulgaria, London, and Scotland.

[Hot Snakes Media](#) (A&E's "The Plot Against America," TLC's "Breaking Amish") and I collaborated on their debut dramatic podcast series set to air Spring 2020. As Lead Producer and Production Coordinator, I had the opportunity to independently determine the most efficient and creative strategy for executing this unique project. Using my experience as an actor/director, I assisted in directing all five episodes and worked with talent to create the best possible take.

I was first introduced to the producer role when I collaborated with [On Time Studios](#) in their voice-over department. I speak directly with clients in order to produce the highest quality content to match the product's specific needs. This experience demonstrated my ability to meet deadlines while being efficient and detail oriented.

My collaboration with BuzzFeed and Elite Daily as a performer enhanced my exposure to audiences across the country and improved my understanding of the impact of content. I used this experience to produce/direct/star in an original series, [Stupid Questions](#), in association with Scrudio Studios educating millennials on hard to grasp political concepts. My most recent on set experience has included serving as 2nd 2nd Assistant Director (TV Pilot), Transportation Coordinator (Feature Film), Line Producer (Short Film), and Day Player roles (Billy Crystal's *Here Today*, CW's *Katy Keene*).

I would be thrilled to join a team that values original content while entertaining and informing the community at large. I am passionate, multifaceted, and eager to get to work. Thank you for your consideration and I look forward to hearing from you soon.