

ANDREANA KRAFT

PRODUCTION COORDINATOR

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EDUCATION

Masters of Business Administration

Rochester Institute of Technology
May 2022 – May 2023

Focus: Marketing, Negotiations,
Branding, and Project Management

Bachelor of Fine Arts, Photography

Rochester Institute of Technology
Aug 2018 – May 2022

Major: Visual Media

Minor: Business Administration

Immersion: Women & Gender Studies

Liberal Arts & Business, IES Abroad

Barcelona, ES

Jan 2020 – May 2020

SKILLS

Project & Production

Cross-functional Communication
Vendor & Talent Coordination
Scheduling & Calendar Management
Budget Tracking & Cost Reporting
Sample & Asset Management
Call Sheet & Logistics Planning

Software & Tools

Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Adobe Lightroom Classic
Adobe After Effects
Adobe Premiere Pro
Acrobat Pro
Capture One
Microsoft Suite
Google Workspace
Airtable
Monday.com
Asana
Minitab
Tableau

Professional Attributes

Detail-Oriented
Organized
Reliable
Team-First
Adaptable
Problem Solver

EXPERIENCE

Shoot Production Coordinator, Coach

August 2025 – Present | New York, NY

Schedule and oversee photo and video shoots for marketing, advertising, PR, and digital campaigns. Manage vendor and talent relationships, including photographers, stylists, and set designers. Partner with the Sample Library to secure merchandise for creative executions and coordinate with Creative and Copy teams to realize concepts. Track invoices, usage rights, and deliverables to keep productions on time and within budget.

Photo Production & Design Operations Coordinator, Vox Media

September 2024 – August 2025 | New York, NY

Conduct photo research for Vox Media brands, sourcing high-quality images for editorial content. Collaborate with the Production Manager and team with coordinating shoot logistics, including locations, talent, and scheduling, and research and hire photographers based on project requirements. Create and facilitate contracts and vendor payments, ensuring timely and accurate processing.

Freelance Production Coordinator

May 2024 – August 2025 | New York, NY

Prepare and distribute call sheets, scout locations, and develop shot lists. Organize schedules, manage time effectively, and facilitate on-set operations. Oversee and support both crew and client. Experience includes E-Commerce, Lifestyle, and Sports Merchandising industries.

Freelance Production Assistant

October 2023 – August 2025 | New York, NY

Support Producer on set and in pre-production, collaborating closely with the crew. Manage and organize production equipment. Previous collaborations with Producers and Production companies include Saint Lucy Represents, LDM Productions, Rally & Co., and Rent the Runway.

Music Video Producer, "Don't You Forget About Me," Jack West

March 2023 – June 2023 | Rochester, NY

Recruited talent, scheduled call times for talent and crew of twenty people, coordinated styling needs for the stylist crew and talent. Ensured completion of shot lists for the Director of Photography prior to and during shoots. Managed expenses and payroll for Director Clay Patrick McBride.

Graduate Assistant, New Student Orientation

Sept 2021 – June 2023 | Rochester Institute of Technology

Planned and executed orientation events and training sessions for 3,300 new students (Fall 2022) and 150 transfers (January 2023). Conducted interviews and reviewed 300+ candidates, hired 180 staff members, and created documentation for staffing. Coordinated access service needs, developed Standard Operating Procedures, organized digital assets, and managed Fall 2023 program planning.

Teaching Assistant, Production

Aug 2019 – May 2023 | Rochester Institute of Technology

Mentored students in Production and Elements of Advertising Photography, covering project planning and management, digital asset management, concept development, budgeting, lighting, equipment, and post-production/re-touching. Collaborated with industry professionals.