

ANDREANA KRAFT

CREATIVE PRODUCER | STILL + VIDEO

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EDUCATION

Masters of Business Administration
Rochester Institute of Technology
2023

Bachelor of Fine Arts, Photography
Rochester Institute of Technology
2022

Liberal Arts & Business, IES Abroad
Barcelona, ES
2020

SKILLS

Project & Production

Still & Video Production
Pre-Production & Shoot Planning
Cross-functional Communication
Vendor, Crew & Talent Management
Production Scheduling & Timelines
Budget Tracking & Cost Reporting
Sample & Merchandise Management
Call Sheets & Shot Lists
Shoot Logistics & On-Set Coordination
Post-Production Coordination
Usage Rights & Permissions
Invoice Processing & Reconciliation
Vendor Sourcing & Negotiation

Software & Tools

Microsoft Excel
Google Workspace
Airtable
Monday.com
Asana
Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Adobe Lightroom Classic
Acrobat Pro
Capture One

EXPERIENCE

Shoot Production Coordinator, Coach
2025 – Present | New York, NY

Produce still and video shoots across advertising, digital, PR, and marketing initiatives, partnering with Production Managers to bring creative concepts to life across budgets, schedules, and production needs. Manage external talent and vendors, and oversee sample coordination and merchandise needs in partnership with the Sample Library. Collaborate cross-functionally with Creative, Copy, Project Management, and dedicated still and video post-production teams. Track budgets, and invoices, and maintain asset usage and permissions while providing solutions to keep productions aligned with creative direction, timelines, and budget.

Photo Production & Design Operations Coordinator, Vox Media
2024 – 2025 | New York, NY

Supported photo production and design operations across Vox Media brands, conducting photo research and sourcing imagery for editorial and branded content. Coordinated shoot logistics including photographers, talent, locations, and scheduling, and researched and hired photographers based on creative and project needs.

Freelance Production Coordinator
2024 – 2025 | New York, NY

Coordinated still and video productions across fashion, lifestyle, e-commerce, and sports merchandising projects from pre-production through on-set execution. Developed call sheets, schedules, and shot lists; scouted locations; coordinated crew and client needs; and managed day-of logistics to keep productions organized, on schedule, and aligned with creative priorities.

Freelance Production Assistant
2023 – 2025 | New York, NY

Supported producers and production teams throughout pre-production and on-set execution for still and video shoots. Coordinated equipment, assisted with crew and production logistics, and responded to evolving on-set needs to keep shoots running efficiently. Collaborations include Saint Lucy Represents, LDM Productions, Rally & Co., and Rent the Runway.

Freelance Producer, “Don’t You Forget About Me,” Jack West
2023 | Rochester, NY

Produced a music video shoot for director Clay Patrick McBride, coordinating a 20-person talent and crew team from pre-production through production. Managed scheduling, call times, styling needs, shot-list execution, production expenses, and payroll while coordinating across creative and production departments.

Graduate Assistant, New Student Orientation
2021 – 2023 | Rochester Institute of Technology

Planned and executed orientation programming for 3,300 incoming students and 150 transfer students while supporting recruitment, training, staffing, and program operations. Reviewed 300+ candidates and hired 180 staff members, developed staffing documentation and standard operating procedures, coordinated accessibility needs, organized digital assets, and supported long-range program planning.