

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

Photo Production & Design Operations Coordinator, Vox Media

September 2024 – Present | New York, NY

- › Support editorial teams across Vox Media brands by sourcing visual assets and coordinating shoot logistics.
- › Liaise with photographers, stylists, and vendors to secure talent, locations, and deliverables aligned to brand standards.
- › Process contracts and vendor payments efficiently to meet production schedules and financial guidelines.

Freelance Production Coordinator

May 2024 – Present | New York, NY

- › Manage shoot planning, call sheets, and daily schedules for fast-paced creative campaigns in e-commerce, fashion, and sports merchandising.
- › Coordinate with talent, stylists, and photographers to ensure on-time execution and quality delivery.
- › Oversee sample organization, prop logistics, and on-set needs for physical product representation.

Freelance Production Assistant

October 2023 – Present | New York, NY

- › Support producers and creative leads in pre-production, shoot execution, and post-shoot wrap.
- › Handle equipment setup, wardrobe support, and vendor pickups/drop-offs.
- › Collaborate with top-tier clients and production companies including Rent the Runway, LDM Productions and Saint Lucy Represents.

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

March 2023 – June 2023 | Rochester, NY

- › Oversaw scheduling, wardrobe, and location logistics for a 20-person crew.
- › Managed talent coordination and ensured on-time delivery of assets within budget.

Co-Producer, Rochester Creatives

March 2022 – May 2022 | Rochester, NY

- › Recruited talent and managed scheduling, budgets, and deliverables for an 8-artist collaboration.
- › Developed call sheets and model releases, ensuring smooth project execution.

Graduate Assistant, New Student Orientation

Sept 2021 – June 2023 | Rochester Institute of Technology

- › Led operational planning for events welcoming over 3,000 students.
- › Coordinated staffing, documentation, accessibility needs, and digital asset management.

Teaching Assistant, Production

Aug 2019 – May 2023 | Rochester Institute of Technology

- › Mentored students in production-focused courses, guiding project planning, digital asset management, and budgeting.
- › Taught lighting techniques, equipment handling, and post-production processes including retouching.