

NICOLE BAZZINOTTI

Senior Interactive Producer based in Boston.

EXPERIENCE

Droga5, New York / Boston

Senior Interactive Producer, 04/17 - Present

Interactive Producer, 11/16 - 04/17

- Main accounts: United Rentals, Chase, Covergirl, Pier1, MET-Rx, New York Times
- Manage teams composed of cross-departmental colleagues and junior/mid-level producers to execute on campaign deliverables, end to end
- Inspire teams and help develop and sell through innovative, award-worthy ideas using technology in new and interesting ways
- Introduce new internal processes at scale to save the agency time and allow more efficient product delivery
- Scope new work and maintain burn and actuals
- Develop and maintain relationships with top talent production partners

Arnold Worldwide, Boston

Digital Producer, 05/14 - 11/16

- Main accounts: Carnival Cruise Line, Progressive Insurance, Sutter Health
- Manage internal and external teams in the delivery of great digital work that aligns with clients business objectives
- Lead team through Strategy, UX, Design, Content, Media, Development, and QA to execute projects deliverables including features, release schedules, work plans, budgets, and maintenance
- Set and manage client expectations during project life cycle through daily contact
- Explore modern technologies including VR/AR and bots
- Expand role responsibilities quickly to fit project needs in order to meet deadlines

Arnold Worldwide, Boston

Account Manager, 10/13 - 05/14

Associate Account Manager, 10/12 - 10/13

- Main accounts: Carnival Cruise Line, Panasonic
- Produce projects across diverse channels including digital, brand experience, broadcast, radio and print
- Manage creative production and delivery for quarterly display and rich media unit campaigns
- Maintain client relationships with junior through senior client leadership

EDUCATION

Hofstra University

New York, May 2012

BBA in Marketing

GPA: 3.83/4.0 Magna cum laude, Marketing Department Honors

Study Abroad, Spring 2012

Hofstra European Odyssey

SKILLS & INTERESTS

Related Skills

Project Management, User Experience, Invision, Jira, Slack, Smartsheet, Monday, Squarespace, Wordpress, Google Suite, Photoshop, WCAG ADA Accessibility, Trello, Basic Google Analytics, basic html / css

Certifications & Achievements

Scrum Master Certified, 2014 One Young World Delegate: Ireland

Other

Novice performing improviser, Unofficial food critic, Professional Google-er, Hungry traveler

CONTACT

(978) 994-4962

nicolebazzinotti@gmail.com

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