

Madison Coffey

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Summary

Versatile & imaginative video director, producer, creative, & storyteller with a proven track record of delivering creative & impactful visual content. Known for a proactive, imaginative approach to storytelling & a strong ability to manage & coordinate complex projects from concept to completion. Expertise in overseeing production teams, budgets, & timelines while ensuring the highest standards of quality & creativity. A strategic thinker with excellent communication & leadership skills, consistently delivering exceptional results under pressure & tight deadlines.

Experience

Creative Producer

Condé Nast • New York, NY

04/2021 - Present

- Directed, produced, researched, developed, & executed video concepts & social videos across various Condé Nast brands such as Vanity Fair, Vogue, Teen Vogue, them, Allure, Architectural Digest, & GQ. Worked with other directors, producers, production managers, talent teams & vendors to coordinate logistics during all stages of video production while developing creative solutions around deadlines & brand needs as well as spearhead & brainstorm creative concepts & series collectively. Arranged timelines and communicated openly with staff to achieve production milestones & elevate Condé Nast properties.

Assistant Media Planner

Essence Global • Los Angeles, CA

08/2019 - 04/2021

- Planned, executed, analyzed media performance & digital marketing for campaign optimization, & managed various theatrical campaigns for Universal Pictures Scheduling, calendaring, rolling calls, office management, & other ad hoc administrative tasks to maintain a conducive work environment

Current Programming Intern

CBS Entertainment • Studio City, CA

01/2019 - 05/2019

- Supported assistants & executives, wrote summaries for drama and comedy scripts, attended show tapings and run-throughs, analyzed scripts & cuts. Received receptionist & assistant training, covered phones, worked on calendaring & organizing the office space. Assigned to shadow two CBS drama series, shadowed executives covering several CBS Studio & Network series. Sat in on notes, staffing, & learned the day-to-day of executive job functions

Video Production Intern

Capitol Records • Hollywood, CA

06/2018 - 08/2018

- Responsible for physically shooting & editing behind the scenes footage on the sets of music videos, creative & sponsored/branded content, and in-house company projects. Gained first-hand knowledge of video production, directing, & editing in the music industry, as well as working with key artists and influencers such as Migos, Katy Perry, Maggie Rogers, Halsey, Loren, Queen Naija, & more. Wrote, art-directed, & shot various department projects, including A&R, & Motown videos

Education

Film Studies & Media Production

Pepperdine University • Malibu

04/2019

Pepperdine Study Abroad • Firenze

12/2017