

LUCY NIELSON

INTEGRATED PRODUCER

<https://www.anadalucy.net/>

CONTACT

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SKILLS

- Adobe Creative Cloud
- Microsoft Office
- Google Suite
- Asana/Trello/Basecamp
- Social Media Platforms

ACCOUNTS

- Emerson
- McDonalds
- Molson Coors
- Reynolds
- Thomas'
- U.S.Army
- Wyndham

AWARDS

- 1 Gold International Andy
- 7 Gold Addys
- 1 Silver Addy
- 2 Silver Clios
- 1 D&AD Yellow Pencil
- 2 Gold Tellys
- 6 Silver Tellys
- 5 Bronze Tellys
- 5 Gold ADC Cubes
- 5 Silver ADC Cubes
- 5 Bronze ADC Cubes

EXPERIENCE

PRODUCTION INTERN

DDB Chicago | Chicago, IL | June 2023 - September 2023

- Assisted Executive Producers in determining and implementing project budgets up to \$75,000
- Proactively tracked and monitored project timelines to ensure timely completion of studio productions
- Streamlined communication across multiple departments and vendors to facilitate flow of productions

PRODUCER

BYU Adlab | Provo, UT | February 2021 - May 2023

- Initiated, managed, and followed up on projects to ensure successful campaigns from start to finish
- Designed and presented pitch decks regularly to both clients and creative teams
- Established timelines and held check-ins with teams to guarantee timely completion of projects

ADVERTISING CONSULTANT

BYU Student Connection & Leadership Center | Provo, UT | March 2021 - May 2023

- Collaborated with and taught new volunteers how to use the Center's advertising process
- Created and edited content for the Center's website and social media platforms daily
- Guided face-to-face efforts to reach out to the student body weekly

EDUCATION

BACHELOR OF ARTS COMMUNICATIONS - ADVERTISING

Management & Production Emphasis, Psychology Minor
Brigham Young University | April 2023