

EMAIL

PAIGEBUSCHKOETTER@GMAIL.COM

PHONE

+1 (812)-309-2767

PORTFOLIO

PAIGEBUSCHKOETTER.COM

(PW: pbvibes)

paige buschkoetter

Creative Vision

Leadership

Copywriting

Project Management

Strategy & Briefs

Budgeting & Finance

Social Media

On-Set Production

AI Effectiveness

Specs & Final Delivery

Freelance Senior Producer

2025 - Present

1986 Studios, GB Studios, Paradise Creative

- Produces broadcast and social campaigns from shoot through delivery for leading brands, including Jeep, Kraft, NHL, KFC, Jersey Mike's, and State Farm.
- Builds creative teams and shapes concepts with editors, animators, and VFX artists.
- Manages timelines and budgets across campaigns.
- Champions new business initiatives and challenges new workflows to lift quality and speed (ie. Ai).

Freelance Senior Integrated Producer

2024-2025

Trailer Park

- Managed and maintained client relationships across NBCUniversal/Peacock campaigns.
- Facilitated and drove cross-functional alignment across departments, including Print, AV, Integrated, Production, Social Media, and Finishing.
- Led the production, writing, and execution of creative content tailored for 360 marketing campaigns.
- Oversaw budget management, estimates, and invoicing.
- Managed project timelines and established streamlined workflows for both internal and client needs.

Senior Creative Producer / Writer

2022-2024

NBC Universal Peacock

- Led the creation of original campaigns from pre-launch to post-launch
- Produced key assets including key art, audio-visual content, out-of-home, digital out-of-home, 360 ideation, CRM, and social media
- Managed the creative vision for editorial content, writing, strategy, and campaign briefs, while collaborating cross-functionally to ensure cohesive and effective campaigns
- Directed special shoots for design, custom audio-visual content, motion graphics, BTS, and EPK
- Collaborated closely with marketing, partnership, activation, social media, and CRM teams
- Led a team of direct reports through creative opportunities and processes
- Budgeted and monitored project timelines
- Communicated plans and creative concepts with showrunners, development teams, and post-production houses
- Maintained strong relationships with creative vendors and internal teams

Freelance Senior Producer / Associate Creative Director 2021 - 2022
Create Advertising, Paradise Creative, Open Road

Senior Producer 2020 - 2021
Paradise Creative

- Produced AV, Brand, and Social Marketing campaigns
- Created and maintained client relationships with studios and streaming services
- Strategized, pitched, and connected with outside organizations to plan successful activations and viewer experiences
- Managed editorial, writing, strategy, community management, and finishing teams
- Budgeted and tracked project timelines

Associate Producer 2019 - 2020
Create Advertising Group

- Produced TV/Digital campaigns
- Liaison between client, producer, and editor
- Managed project timelines and implemented quality control
- Ordered graphics, copy, music, and cue sheets
- Tracked budgets and oversaw all billing
- Organized and created project pitches
- Creative copywriter

Creative Coordinator / Assistant Editor 2015 - 2019
TRANSIT LLC

- Contributed to the production of trailers, television, and digital campaigns
- Wrote scripts and copy for trailers, TV, and social media concepts
- Worked closely with editors to develop fresh and innovative content while incorporating all client feedback
- Coordinated narration, graphics, and copy
- Participated in company enhancements and database development
- Established quality control measures and managed project timelines
- Handled in-house finishing and final delivery
- Edited television and social media spots

education

Indiana University Bloomington, Bloomington, IN

**Bachelor of Arts Degree in Telecommunications & Marketing
Studio Art Minor**

references

Available upon request