

HAYLEY GREENE

Creative Director, Writer, Producer, Editor | New York, NY



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AWARDS

CLIO

The Lost Symbol, 2022

The Bachelor, 2021

PROMAX/BDA

A Million Little Things, 2020

The Bachelor, 2019

PROMAX Hot Spots

2020

AMAs 'Wipe it Down'

2020

Voting PSA Campaign

EDUCATION

UC, SAN DIEGO

B.A. English Literature,
Honors with High
Distinction

Apprentice Teacher to
Pulitzer Prize winning Poet
Rae Armantrout

SKILLS

Project Management

Team Management

Copywriting

Editing

Branding

Brand Integration

Post-Production

On-Set Production

Voice-Over Direction

Live-Action Direction

Pitch Presentations

Digital & Social Strategy

Upfront Production

Art & Graphic Design

EXPERTISE

Adobe Premiere Pro

Final Cut Pro

Powerpoint

Keynote

PROFILE

Collaborative leader and team-player with 11 years of experience in media & television promotion. Proven success launching groundbreaking campaigns for high-priority series. Known for strategic thinking, creative problem solving, and management of high-volume projects across all platforms: streaming, on-air, cable, social/digital, radio & out-of-home.

PROFESSIONAL EXPERIENCE

SUPERVISING PRODUCER - Peacock Originals

NBC Universal, New York | March 2023 – Present

Lead an internal creative team and external agencies, liaise with EPs & Talent, and collaborate cross-functionally to develop high-level 360 marketing campaigns

- Mentor, develop, and inspire the creative team of Producers, APs, PAs, and Editors
- Develop a tentpole new season of *Love Island USA*, including an original concept shoot, trailer, key art, gallery shoots, TV & social spots, and out-of-home displays
- Lead new campaigns for *Hart to Heart*, *Orlando Bloom: To the Edge*, *The Traitors*, *Apples Never Fall*, and partner with Telemundo to launch new content on Peacock
- Creative Directed live 1h 'Watch With' episodes with Talent for *Bel-Air* and *Eurovision*
- Oversaw and guided the junior team through creative for new series *Geography of Bliss*, *Swedish Death Cleaning*, *Kevin Hart: Reality Check* & *Myth of the Zodiac Killer*

SR. WRITER/PRODUCER - Peacock Originals

NBC Universal, New York | March 2021 – March 2023

Spearheaded creative campaigns for scripted & unscripted Originals, supervising shoots, trailer & AV production, art & graphic design, post-production, partnerships & activations

- Produced 360 marketing campaigns for both seasons of *Bel-Air* (Peacock's most successful Original to-date), including Super Bowl placements, concept shoots,, out-of-home activations, key art, social content, podcasts, BTS featurettes, and more
- Launched tentpole campaigns including record-breaking *The Best Man: The Final Chapters*, as well as *The Resort*, *The Lost Symbol*, *Saved by the Bell*, *A.P. Bio*, *Angelyne*, *Wolf Like Me*, *Queer as Folk*, *Hart to Heart*, and *Olympic Highlights*
- Partnered with the *Amber Ruffin* team to develop/shoot creative for the Olympics

WRITER/PRODUCER - Drama, Comedy, Reality

ABC Television, Los Angeles | July 2019 – March 2021

Oversaw all aspects of on-air promo production, from writing & ideation to completion

- Creative Directed the campaign & concept shoot for the *American Music Awards*
- Produced multiple campaigns for *The Bachelor* franchise (highest-rated premiere in 3 years at 12M), *A Million Little Things*, *Black-ish*, and ABC's 2020 Voting Initiative
- Conceptualized & produced in-show Previously On creative for *A Million Little Things*

ASSOCIATE PRODUCER - Drama, Comedy, Reality, Sales & Partnerships

ABC Television, Los Angeles | March 2014 – July 2019

Wrote, produced, and edited promotional and co-branded content for top ABC series

- Acted as Lead Producer on *The Bachelor* Franchise, *Dancing with the Stars*, *Shark Tank*, and contributed key creative for *Designated Survivor* and *American Idol*
- Executed brand sizzle reels and integrated promercials for major partners/clients