MACEY WOODBURN

UF INNOVATION ACADEMY • MEDIA PRODUCTION, MANAGEMENT & TECHNOLOGY • INNOVATION MINOR (AI) • MAY 2027
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NBCUniversal Studios - LXTV + SkyCastle — New York City, NY
In-House Production Intern — *June 2026 - August 2026*

- Supported Peacock and broadcast projects across research, pre-production, field production, editorial and delivery.
- Automated Clear The Shelters trackers, calendars and scheduled outreach using Sheets and Excel.
- Built editing workflows for syndicated television and reusable social/video assets for The George Lopez Show and Married… with Children.
- Supported organization and logging of $100K in production equipment through barcoding, inventory tracking and asset-system updates.
- nment.

SpringHill Productions / Netflix - UNTOLD Season 3 — Florida
Production Assistant / Camera + Production Support — *April 2026*

- Executed Florida shoots across underwater camera, G&E, transportation and general production; coordinated gear, talent support, crew movement, airport runs and rental-house logistics under short timelines.

International Radio and Television Society Foundation — New York City, NY
Summer Fellow — *May 2026 - August 2026*

- Selected from 3,000 applicants for a fully funded 10-week fellowship exploring GenAI production, VFX, media economics and emerging platforms through Bungalow Media and UTA sponsorship and industry mentorship.
- Engaged with industry leaders including Netflix director Derek Wan through group programming and 1:1 mentorship.

Main Street Magic, LLC (formerly Yellow Shoes) - Disney — CA / FL / HI
Director of Photography's Assistant / Camera PA + DIT Support — *May 2025 - Present*

- Crewed Disneyland 70th, Walt Disney World summer spots and Disney Vacation Club productions; supported changing crews through camera builds, media, gear
- Participated in preproduction calls and assisted 1st AC in the rental house building out gear for set
- acted directly under the producer organizing catering, and coordinating schedule betweeen HMU, production, talent and client

FloCam — Orlando, FL
Camera Technician Intern — *May 2025 - Present*

- Prep and maintain RED, ARRI and Sony systems; translate DP references into lens/filter tests, camera builds and technical solutions with DPs & ACs

Disney Advertising – *Generation Stream: Gloabal Edition/* The Agency — Gainesville, FL
Line Producer / Creative Agency Producer — *Present*

- Translate creative briefs and audience strategy into production schedules, shoots, stakeholder reviews and executable workflows from concept through delivery.
- Coordinate cross-functional work across strategy, creative, accounts and media while balancing shifting priorities, deadlines and client feedback.

Macey Woodburn Media LLC — Gainesville, FL
Founder + Producer — *March 2022 - Present*

- Built 4+ years of paid production experience across 350+ projects, independently managing clients, schedules, shoots, deliverables and fast-changing production needs.
- Produced for Morgan & Morgan, Orlando Magic, Sip Margs x Alix Earle, 818/Kendall Jenner and Rolling Loud; work has appeared in The New York Times, Teen Vogue and The Washington Post.

GENAI + PRODUCTION TECHNOLOGY

GenAI: ChatGPT, Claude, Gemini, Adobe Firefly, Sora
AI Workflow: Prompt development, visual ideation, previsualization, research, creative development, transcription/logging, workflow prototyping
Production Tracking: Working knowledge of Frame.io, Asana, Google + Outlook Workspace, VPOST, Frequency, AIRE, Slack
Post + Camera: Adobe Creative Suite, DaVinci Resolve, Final Cut Pro, Fusion 360, CapCut; ARRI, Sony, RED, Nikon & Canon cinema systems; Cooke optics; EasyRig, gimbals, Teradek & wireless lens control.

EDUCATION — *May 2027*

University of Florida - Innovation Academy + College of Journalism and Communications
B.S. Media Production, Management & Technology | Minor: Innovation (AI)) | Public Relations

SELECTED PRODUCTION

Knicks in '26 — Shooter / Assistant Editor | Peacock | Aug 2026
Clear The Shelters — Production Support | NBCU / Peacock | Jul 2026
Disney Vacation Club — Production | Main Street / Disney | O'ahu | Aug 2025
Disneyland 70th Anniversary — Camera PA | Disney Parks | Anaheim | Jul 2025
Disney World Summer Commercials — Camera PA | Disney Parks | Orlando | Jul 2025
Sip Margs x Alix Earle — Operator + Producer | Miami | Aug 2025
Strike Magazine — Film Production Team | Gainesville | Aug 2024–Jan 2026
Art Basel — Creative Producer | Miami | Branded Content
Raising Cane's "Celebrate the Champs" — PA | Orlando | Apr 2025
Morgan & Morgan — Operator + Producer | Gainesville | Apr 2025
Rolling Loud + SWSH — Operator / Photographer | Los Angeles | Mar 2025
818 Tequila + Kendall Jenner — Operator + Producer | Gainesville | Nov 2024
Orlando Magic — Camera PA | Orlando | 2023

PERSONAL INTERESTS

Emerging media, documentary & unscripted, film photography, live music, travel, stand-up comedy, mentorship