

Crystal “Cali” Woods
caliwoodsproductions@gmail.com

QUALIFICATIONS

- 6 yrs communications coordinator
- 10 yrs film producing
- Licensed New Jersey Real Estate Sales Agent
- Duly Commissioned Notary Public of New Jersey
- Certified COVID-19 Compliance Officer
- Master of Arts, Public & Organizational Relations

EXPERIENCE

Communications Coordinator

July 2017-Present

The Presbyterian Church in Morristown – Morristown, NJ

- Graphic design
- Curator and publish content for a congregation of over 700
- Outline benchmarks, goals and objectives
- Administer website and other online accounts and platforms
- Generate and maintain social media, email and text campaigns
- Google Analytics, Facebook Insights, Instagram Insights
- Identify and develop relationships with media personnel, community partners and vendors

Unit Production Manager

October 2020

Short Film, “Crabs In A Barrel” – Weehawken, NJ

- Onboard and coordinate crew, locations, food, travel and vendors
- COVID health and safety compliance manager
- Prioritize time and resources pre-shoot and during to maximize efforts and reduce delays
- Open, monitor, and close the set, daily
- Ensure crew member have what they need to carry out their duties
- Assist producers as needed

Executive Producer

June 2020

Music Video, “Consistently Inconsistent” by Lady Priceless – Newark, NJ

- Secured crew, props, food, locations and vendors
- Onset point-person and major organizer of the production
- Talent director and post-production supervisor
- See the project through from pre to post-production

Social Media Producer

October 2019- February 2020

Feature Film, “Shimmer” – Various New Jersey Locations

- Studied relevant brands and film franchise for audience and engagement insight
- Set up and curate Instagram and Twitter accounts from scratch
- Identify strategies to create “buzz,” increase engagement, and grow fan-base
- Create engaging original content for online use
- Monitor responses and interact with online audience

2nd Assistant Director

September 2018 - February 2020

Feature Film and festival winner, “I’ll Be Around” – Los Angeles, CA

- Research and organize SAG/AFTRA policies and agreements for cast
- Researched insurance and payroll services
- Followed up with agents and agencies on casting requests/inquires
- Worked with director to help secure last minute cast, crew, food, and locations

