

Crystal “Cali” Woods
caliwoodsproductions@gmail.com

SUMMARY

Multi-faceted communications/film professional with experience meeting the project needs of diverse clients and organizations. Specializing in the design of curated content, and crafting internal and external campaigns. Skillful in using robust organization and collaboration to effectively work with cross-functional teams. Detail oriented and self-motivated with a flair for producing exceptional results. Committed to working on and with teams to express meaningful messages via the art of communications.

QUALIFICATIONS

Master of Arts in Public & Organizational Relations, Montclair State University

Citi Research, Ethics & Compliance Accreditation (Survey Design)

Notary Public of New Jersey

EXPERIENCE

Communications Coordinator

July 2017-Present

The Presbyterian Church in Morristown – Morristown, NJ

- Generate and curate content for website, social media, text messages, emails, and video for a congregation of approximately 800
- Measure and report on the effectiveness of communications activities and strategies
- Identify and develop relationships with media personnel, community partners, agencies and vendor to promote our services and events
- Train co-workers to use social media in a cohesive and beneficial way
- Direct the consulting photographer/videographer as needed
- Assist in managing budgets

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
- Identify strategies to create “buzz,” increase engagement, and grow fan-base
- Create engaging original content for online use
- Set up and build Instagram and Twitter accounts from scratch
- 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
- Proof emails, contracts and other docs as needed
- Worked with director to help secure last minute cast, crew, food, and locations

SNAPSHOT

- (2020-Present) Executive Producer at music video, “Consistently Inconsistent” (post-production)
- (2019) Social Media Producer at feature film, “Shimmer”
- (2019) DIY Grassroots Marketing Panelist at 2019 Center for Non-Profits Conference
- (2019) Studio Manager at Cobalt Stages
- (2018-2019) Assistant Director at feature film and festival winner, “I’ll Be Around”
- (2018-Present) Communications Coordinator at Diversity Coalition of Morris County
- (2018) Production Manager at short film, “A Really Bad Mistake”
- (2017) Social Media Producer at Olusala Sisters Productions
- (2017-Present) Communications Coordinator at The Presbyterian Church Morristown
- (2017-2015) Office and Communications Manager at Elmwood Church
- (2008-2015) Support Expert at Altice/Optimum
- (2008) Production Manager at commercial, “Going Up”, a Johnnie Walker Production
- (2008) Producer’s Assistant at commercial, “The Grey Woman”, a Verizon Broadband Production