

**Crystal “Cali” Woods**  
**caliwoodsproductions@gmail.com**

**SUMMARY**

New York area freelancer. Specializing in communications, film, and real estate. Project-oriented. Reliable and resourceful. A flair for producing. Comfortable using Google, Outlook, and Teams to collaborate. Film-producing formats: indies, shorts, features, commercials, and music videos in various executive roles. Enthusiastic and willing to travel.

**QUALIFICATIONS**

- Master’s in Public & Organizational Relations, Montclair State University
- 10 yrs film producing
- 5 yrs communications coordinator
- Certified Covid-19 Compliance Officer
- Notary Public of New Jersey

**EXPERIENCE**

**Communications Coordinator**

**July 2017-Present**

The Presbyterian Church in Morristown – Morristown, NJ

- Curator and publish content for a congregation of over 700
- Outline benchmarks, goals and objectives
- Administer website and other online accounts and platforms
- Graphic design banners and fliers
- Social, email and text campaigns
- Measure and report on activity and strategies
- 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

**Executive Producer**

**June 2020**

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

- Secured crew, props, locations and vendors
- Onset point-person and major organizer of the production
- Talent director and post-production supervisor

**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 curate Instagram and Twitter accounts from scratch
- Monitor responses and interact with online audience

**2<sup>nd</sup> 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