

# Caleb Krassner

## EXPERIENCE

### Associate Producer, Program Development

Bluewater Media | 1/24 - Current

- Spearhead the creation of innovative TV show concepts, including the development of loglines, pitches, and concept decks, as well as craft compelling sales packages for sponsor pitches
- Lead pre-production efforts for TV shows, such as LOST IN, ensuring a meticulous and well-executed production process
- Author captivating transitional Voice Over scripts, episode descriptions, keywords, lower-third inserts, and other essential TV show copy to optimize viewer engagement
- Successfully coordinate the delivery of essential materials, guaranteeing the smooth onboarding of TV shows to streaming services, such as Tubi TV
- Produce engaging social media content to enhance the online presence and visibility of TV shows

### Production Assistant

Bluewater Media | 2/23 - 1/24

- Facilitate pre-production of the 30-minute travel series LOST IN through lead acquisition of city sponsors utilizing a database and sales pitches, writing episodic scripts, organizing and securing locations, booking travel, assisting in post-production, as well as writing copy for networks, supers, blog posts, and website
- Execute expense management activities and coordinate a range of technical responsibilities, such as — write and review scripts, casting breakdowns, call sheets, shot lists, schedules, & transportation logistics
- Gain understanding of studio and field shoots by prepping set for optimal sound and pictorial quality
- Schedule, maintain, update, and participate in production meetings, organize content for discussion, and record important information

### Production Intern

22Squared | 6/22 - 8/22

- Generate production calendars, create production budget estimates, and manage project paperwork
- Work with Voice Over artists in recording TV, TVE, and radio scripts
- Work with both internal teams and external vendors to ensure accurate and timely delivery of all media deliverables
- Utilize attention to detail to identify areas of inefficiency and develop logistical measures to minimize mistakes
- Adhere to proper processes and practices throughout project lifecycles while assisting producers
- Exhibit strong listening skills and the ability to tactfully communicate position on relevant issues to reach team consensus


### Film Commission Intern

Film Tampa Bay | 9/21 - 12/21

- Responsible for researching, scheduling, producing, editing, and publishing the monthly spotlight interview video series
- Scout and photograph locations to contribute to database
- Maintain smooth flow of sponsored events and upheld organization integrity among patrons
- Assist in social media content creation and write copy for the monthly email newsletter

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## EDUCATION

### University of South Florida

Bachelor of Science in Business Advertising,  
*Honors: summa cum laude*

## LEADERSHIP

### Director of Organizational Advancement - USF Ambassadors

- Create all marketing content and manage public relations activities while ensuring the successful execution of the multi-phase recruitment process

### Casting Director - Strike Magazine

- Develop model applications and database, as well as manage casting, fitting, and all communication between models and team

## SKILLSET

- Assistant Directing
- Adobe Premiere Pro
- DSLR Camera & Equipment
- Copywriting & Editing
- Social Media Marketing
- Talent Casting

## CERTIFICATIONS

- Hootsuite Platform
- Hootsuite Social Marketing
- HubSpot Email Marketing
- Snapchat Ads Manager
- CITI Program Social and Behavioral Responsible Conduct of Research
- Microsoft Word, PowerPoint, and Excel
- Sandler Training: Career Readiness
- Safe Staff Florida Department of Business and Professional Regulation

## AWARDS

- Global Health Catalyst - Johns Hopkins (2022)
- Dean's List Fall & Spring (2019-2023)
- Judge's Choice and Audience Choice Award for Ad Club's Vote.org campaign (2020)

## FUN FACTS

- I've acted in Legacies; Holland, Michigan; Stranger Things; Guardians of the Galaxy Vol. 3; Cobra Kai; Do Revenge; and Thunder Force
- I've traveled to 13 states and studied abroad in the Czech Republic, Hungary, and Austria
- Avid music & podcast listener, prolific reader, and film fanatic