

CALI GRZYBOWSKI

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SUMMARY

An eager, malleable, and ambitious digital media professional with multi-faceted expertise in customer service, social media account management, content strategy, project management, communications, radio/film production and video production. Established capabilities in production flow, including writing, production & editing. Proven aptitude in community engagement outreach and customer satisfaction. Driven to adapt in a fast-paced digital landscape and thrive in a collaborative environment where creativity meets analytics. Seeking opportunities to transfer a digital media background into a Communications, Entertainment Industry, Marketing, Public Relations, or creative-related work setting.

EXPERIENCE

Talent Agent Assistant | *10 MGMT – Chicago, IL* | Feb 2026 - Present

- Proficient in posting social media content across all digital platforms, maintains consistent posting, and generates compelling copy for all events geared toward internal talent and external client engagement
- Leads all new talent onboarding, agency scheduling, and agency calendar organization
- Handles all important documentation organization: all contracts, legal documents, call sheets, and any paperwork pertaining to talent bookings and shoots
- Prospects new talent leads by attending entertainment mixers, scouting events, and via social media platforms

Social Media Manager & Barista Lead | *Everybody's Coffee – Chicago, IL* | May 2024 – Jul 2025

- Increased brand visibility with content that accumulated 50,000+ views across Instagram & TikTok platforms within 3 months
- Led business development at Uptown Farmers Market – prospecting new customers, establishing relationships with community vendors, and closing wholesale partnerships with local businesses
- Maintained a balance of efficiency and professionalism in all customer interactions, ensuring high quality service in a fast-paced setting

Senior Video Producer | *JEDtv – Hammond, IN* | Sept 2022 – Oct 2023

- Edited and published news packages and talk-show content to the NWI Times & JEDtv websites, adhering to hard daily deadlines
- Managed email correspondence with prospective & existing clients/guests to secure advertisement deals and show interviews
- Independently ran a live morning show, coordinating between 2-5 weekly guests, ensuring sponsored commercial breaks, and managing technical execution

Communications Intern | *National Headache Foundation – Chicago, IL* | Aug 2021 – Jul 2022

- Wrote, produced, and edited internal informational videos regarding the NHF's "Migraine University" college resources program
 - Spearheaded donor outreach for the annual fundraising gala, bringing in over 15 new donors and generating over a thousand dollars in donation prizes to be auctioned off at the gala
 - Shadowed executive level social media strategy meetings and took opportunities to increase social media content audience engagement and internal email marketing campaigns
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CERTIFICATIONS, PROFICIENCIES & SUPPLEMENTAL INTERESTS

- **Certifications:** Digital Marketing (HubSpot)
 - **Communications/Marketing & Sales:** Prospecting, Digital Marketing, Fundraising Outreach
 - **Tools & Platforms:** Google Suite, Microsoft 365, Adobe Premiere Pro, CapCut, Canva, Syngency, Sprinkl, HubSpot, AudienceView, Salesforce, Blueframe
 - **Core Strengths:** Customer Engagement, Creative Writing, Social Media Content/Campaign Development, Executive-Level Communications Administration, Data Management
 - **Interests:** Comedy Sketch Writing/Acting, Singing, Social Media Marketing/Content Creation, Creative Writing, Environmental Sustainability, Community Engagement, Film & Television
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EDUCATION

Loyola University Chicago – Chicago, IL
B.A. in Film Production & Digital Media Studies; Minor in Theatre
Summa Cum Laude (GPA: 3.97) | August 2019 - May 2022

Organizations: Alpha Chi Omega (Iota Rho chapter), Alpha Sigma Nu (Jesuit Honors Society lifetime member), Kettle Camp Studios (on-campus film club)