

CRYSTAL WHALEY

917. 6691747 ~ tabasco4@gmail.com

CREATIVE PRODUCTION PROFESSIONAL | DEVELOPMENT EXECUTIVE EXECUTIVE PRODUCER

Bringing award-winning innovative content.

EMMY Award winning creative producer and development executive in film/TV/branded/digital offering a unique combination of cross-functional skills with 20 years of experience with specialized expertise in content development and acquisition, strategic brand initiatives and creative direction. Responsible for the overall financial sustainability of multiple shows/projects/campaigns, including the oversight of all logistics necessary to meet creative mandates, broadcast standards and brand recognition. Developed, produced, directed and supervised award winning series TV, documentaries, commercials, music videos, branded content, advertising and print campaigns.

ADDITIONAL EXPERTISE:

Content Acquisition and Development | Strategic Development of Branded and Digital Content Executive | Development from Concept to Delivery | Advertising Agency Executive Producer Deal Negotiation | Production Scheduling & Bidding | Supervising, & Post Supervising, Producing of Digital & Print Campaigns, Live shows, Series (Scripted & Non-Scripted), Features, Documentaries, Commercials & Music Videos | Expert SAG/Talent Union Guidelines | Relationships with Production Companies, Production Talent & Advertising Agencies | Show Structure | Budgeting Creative Direction | Columnist | Deputy Editor | Writer | Curator

AWARDS:

2019 TELLY AWARD WINNER: 3AF's Creative Excellence Award
Smart Home TVCs - Admerasia Agency

2013 TELLY AWARD WINNER: 3AF's Creative Excellence Award
Altima Countless TVC - Admerasia Agency

EMMY AWARD WINNER: 2008 & 2007
Outstanding Pre-School Children's Series - Sesame Street

PEABODY AWARD NOMINATED:
O.J. Simpson Trial: Beyond Black & White – TLC
Edited Cosmopolitan's 2014 Personal Service ASME winning article
"Your Cosmo Guide to Contraception".

PROFESSIONAL EXPERIENCE

Plan C Media Group: 1/12 – Current | Owner / Executive Director

Director, consulting executive producer, supervising producer, series producer (scripted & unscripted), senior producer, line producer, post-supervising producer, advertising executive producer for commercial & print campaigns, as well as producer of digital, narrative films and nationally syndicated documentary series. Successfully developed, acquired & executive produced multiplatform shows/projects/series translating creative direction into award-winning results.

Clients (Partial List): Netflix, Discovery +, MSNBC, NBC Partners, AARP, Ad Council, State Farm, NBA Players Association, L'OREAL, Mass Appeal, Showtime, Ford, Nissan, WEtv, Teen Nick, Kraft Foods, Adidas, Puma, Tommy Hilfiger, MAC Cosmetics, Cover Girl, Dove, Dove Men + Care, Universal/BMG Records, Sony Music, Island/Def Jam, Conde Nast, Hearst Publications, Essence Magazine, Ebony Magazine, Ebony.com, Edelman, Joy Collective, Grey, BBDO, Deutsch, Uniworld Group, Admerasia Advertising Agency, Glow Productions/Interactive, Ado Ato Pictures, Adolescent TV, PBS American Masters, PBS Frontlines.

Pixel Media / Lionsgate: 8/08 – 8/10 | VP of Development & Production

Creative direction and development : Oversight of development for original programming of scripted and unscripted projects; evaluation and participation of pitches from production companies, directors, and producers, identifying new properties and talent; bolstering the production of original series and developing brand expansion strategies for Pixel Media.

Sesame Workshop: 10/05 – 10/07 | Sr. Producer

Acted as the executive producer / head of development & acquisition of all animation, mixed media and live action films for Sesame Street as well as various titles and interstitial series for Sesame Workshop's international co-productions.

Responsible for all creative & financial aspects of all Sesame Workshop films as well as responsible for all aspects of development from pitch, green-light to final film.

Served as interim executive producer for Elmo's World as well as extensive experience as a control room producer and set producer. Gave detailed notes in the development of curriculum based 'street stories' for the main narrative of each episode. Repurposed existing films reflecting cost savings.

Translated SS's programming concepts and needs into a meaningful and realistic production and financial plan. Worked closely with 3rd party producers to create cost effective ways to produce; offering strategic ideas without compromising creative quality. Created and managed all SS production budgets. Negotiated deals as well as contract terms and agreements with vendors and 3rd party production companies. Supported cross project cost sharing (talent, studio, etc.) to minimize expenses and maximize production efforts. Investigate rates and union rules keeping abreast of contract updates. Developed operation procedures for department efficiencies and cost savings. Worked with legal, finance and all Sesame Workshop departments to create project synergies.

Arista Records: 6/02 – 9/03 | Director of Video Production

Commissioned & oversaw music video production of award-winning Arista artists. Successful supervision of third-party production companies, producers, director agents as well as venting of selected directors for Arista artists. Evaluated, participated and reviewed all pitches, treatments, awarded bids and executed contracts with production companies. Reviewed all first cuts with marketing, promotions, management and artists. Handled all postproduction needs of commissioned music videos according to network and radio specifications.

EDUCATION

BA Journalism
HOWARD UNIVERSITY

Film Certificate
NEW YORK UNIVERSITY

References available upon request

Crystal Whaley Media Credits (partial list):

Agency Exec. Producer / Art Buyer Credits:

State Farm	"Smart Home"	Admerasia Agency
State Farm	"Intuition"	Admerasia Agency
AARP / Ad Council	Shero (Spots 1,2 & 3)	JOY Collective
CoverGirl	Blend of Punk & Funk"	Grey
CoverGirl	"Embrace your Face"	Grey
CoverGirl	"True to Yourself"	Grey
Volkswagen Jetta	"Packages"	MediaCom
Chevrolet Impala	"Made for Love"	SpikeDDB
Ford	'Champions – Lincoln	UniWorld Group
Ford	'Champions –	UniWorld Group
Ford	'Champions – SUV	UniWorld Group
Nissan New Gen Altima	"Hallie Daily"	Admerasia Agency
Nissan New Gen Leaf	"Jason Chin"	Admerasia Agency
Nissan Altima	"Countless"	Admerasia Agency
Nissan Altima	"Kids"	Admerasia Agency
Nissan Altima	"Colors"	Admerasia Agency
Lowe'	"Fences"	Admerasia Agency
Lowe's	"New Year"	Admerasia Agency
Kraft Singles	"Life is Amazing"	Draftfcb
Kraft	"Backyard Fun"	Ogilvy & Mather
Kraft	"Kitchen Prep"	Ogilvy & Mather
Puma	"Puma Social"	Droga5 Agency
Foot Locker	"It's Really Happening"	BBDO
Adidas	"Light Delivers – Oklahoma	Wunderman
Tommy Hilfiger	"Quad"	Sacchi & Sacchi

Executive Producer / Showrunner / Sup Producer / Producer / Post Sup / Line Prod Credits:

Netflix	"Who You Calling a Bitch"	Culture House
Discovery +	'Mostly Harmless'	Anchor Worldwide
MSNBC/NBC Partners	"Model America" Doc Series	Anchor Worldwide
"UnResolved"	Interactive Series / AR Installation.	Ado Ato Pictures/PBS
The Sound She Saw	Feature Documentary	Plan C Media
Ms. Manage	Episodic Series	220 th Street Prod.
DishordHer	Feature Film	220 th Street Prod.
Showtime	Burn MotherF*cker Burn! Documentary	Mass Appeal
The Bill	Short Film	Coffee Bluff Pictures
PBS (8 Episode PBS Series)	America By the Numbers w/Maria Hinojosa	Futuro Media Group
Bling	"Jay Z Decoded"	Droga5 Agency
WETV	"I Do Over"	adolescent TV
WETV	"Braxton Family Values" Season 1"	adolescent TV
WETV	"Braxton Family Values" Season 2"	adolescent TV
Bravo	"Interior Therapy with Jeff Lewis"	adolescent TV
Bravo	"Married to Medicine"	adolescent TV
TeenNick	"Gossip"	adolescent TV
ClosetKrush	"Web Series"	Plan C Media
Laura Out Loud (LOL)	"Web Series"	GW Productions
NTX Beverage	"Bar Wisdom"	Glow Interact/Prod
Sanofi	"Conference"	Glow Interact/Prod
Meadowlands	"Gone Racing"	Glow Interact/Prod
USA Network	"White Collar – Game"	Glow Interact/Prod
TLC (reality)	"Starter Wives Confidential"	Nola Productions

Producer Credits: Sesame Workshop (*show runner duties, **executive producer duties)

Season 38

Episode 1 **	Elmo & The Bookaneers	8/12/07
Episode 2	A New Helper at Hooper's Store	8/16/07
Episode 3	The Wild Adventures of Telly & Baby Bear	8/21/07
Episode 4a **	Elmo's Favorite Book	8/31/07
Episode 4	Baby Bear... Triangle Lover of the Day	8/31/07
Episode 5a *	The P Game	9/4/07
Episode 5 *	Hide and Go Dance	9/4/07
Episode 6*	Dancing Day on Sesame Street	9/12/07
Episode 6a **	Elmo's Letter to Abby	9/12/07
Episode 7	The Pretend Tricycle	9/14/07
Episode 7a	1, 2, 3 and 4 Friend Song	9/14/07
Episode 8a*	Zero the Hero	9/18/07
Episode 8	Gordon Golfs On Sesame Street	9/18/07
Episode 9	Maria the Chicken?	9/26/07
Episode 10**	Elmo Learns About Growing Up	10/10/07
Episode 11	Rosita Is Jealous of Abby	12/07/07
Episode 12*	Grouch News Network	10/16/07
Episode 13*	Fairy Tale Emergencies	9/04/07
Episode 209*	Vince Carter on SS	11/28/07

Season 37

Episode 1	A New Friend On Sesame Street	8/14/06
Episode 2**	Show and Tell Elmo	8/15/06
Episode 3	Cookie World	8/16/06
Episode 4**	Elmo Learns About School	8/17/06
Episode 5	Herb, Dinosaur Comes to Sesame Street	8/18/06
Episode 6	Snow White & The 6 Dwarves	8/22/06
Episode 7	Happy Anniversary Luis & Maria	8/24/06
Episode 8	Mr. Alan's School	8/28/06
Episode 9	Gina Adopts a Baby Pt. 1	8/29/06
Episode 9a**	Elmo's Adventures with Letter J	8/30/06
Episode 10	Gina Adopts a Baby Pt. 2	8/31/06
Episode 10a	It's Time For Ask Oscar!	9/1/06
Episode 11	The Importance of Adults	9/5/06
Episode 12	The Three Astro Bears	9/6/06
Episode 13*	Fantastic Freddy!	9/7/06
Episode 14*	Healthy Food Pageant	9/12/06
Episode 15	Baby Bear's Great Invention	9/13/06
Episode 16	Slimey The Hero	9/14/06
Episode 17*	The Alphabet Road Show	9/18/06
Episode 18	Happy Birthday Rocco!	9/20/06
Episode 19	Oscar Loves Cranky	10/3/06
Episode 20*	Zoe's Hairtale	10/8/06
Episode 21	The What Comes Next Game	10/22/06
Episode 22	Gina Adopts a Baby	11/14/06
Episode 22a	Gina Adopts a Baby Pt. 1	11/14/06
Episode 23	A New Baby on Sesame Street	11/14/06
Episode 23a	Gina Adopts a Baby Pt. 2	11/14/06
Episode 24a**	Thinking Like Babies	11/14/06
Episode 24	Gina Adopts a Baby Pt. 3	11/14/06
Episode 25*	National Try a New Food Day	11/9/06
Episode 25a*	National Try a New Food Day Pt. 2	11/9/06
Episode 26	The Sloppy Jalopy & Nastycar Races	11/14/06

Season 36

Episode 24	The Adventures of Little Big Bird Pt. 1	12/29/05
Episode 23	Sesame Street Loves You, Super Grover!	9/30/05
Episode 22	Donald Grump's Apprentice	9/28/05
Episode 21	Baby Bear and Telly Write a Story	9/26/05

Dir. of Video Production Arista Records - MV Commissioning Credits

Dido	"White Flag"	Arista Records
Dido	"Life For Rent"	Arista Records
Usher	"Yeah"	Arista Records
Usher	"Burn"	Arista Records
Usher	"Caught Up"	Arista Records
Outkast	"Hey Yeah"	Arista Records
Outkast	"The Way You Move"	Arista Records
Kelis	"Milkshake"	Arista Records
Kelis	"Trick Me"	Arista Records
Pink	"Trouble"	Arista Records
Pink	"God is a DJ"	Arista Records
Pink	"Feel Good Time"	Arista Records
Avril Lavigne	"Losing Grip"	Arista Records
Avril Lavigne	"Knockin on Heaven's Door"	Arista Records
Sarah McLachlan	"Fallen"	Arista Records
Santana	"Nothing at All"	Arista Records
Bone Crusher	"Scared"	Arista Records
Anthony Hamilton	"Where I'm From"	Arista Records
YoungBloodZ	"Damn"	Arista Records
Clipse	"Grindin"	Start Trak/Arista
Ciara	"Goodies"	Laface Records
Lil Jon	"Get Low"	TVT / Universal
Ying Yang Twins	"Whisper"	TVT / Universal
Field Mob	"All I Know"	MCA Records

Music Video Credits: Partial List

Nicki Minaj	"Super Bass"	Sanna Hamri
Common	"Come Close"	Sanaa Hamri
Jay Z	"Song Cry"	Sanaa Hamri
Common	"The Light"	Nzingha Stewart
Bilal	"Soul Sista"	Nzingha Stewart
Sunshine Anderson	"Heard It All Before"	Nzingha Stewart
Res	"Golden Boys"	Nzingha Stewart
John Legend	"Green Light"	Alan Ferguson
Jewel	"Good Day"	Alan Ferguson
Jay Z	"Feelin it"	Alan Ferguson
Jay Z	"Who You Wit"	Alan Ferguson

Literary Producer / Deputy Editor / Art Curator Credits:

The M'Dear Project – (Summer 2023)	MoCADA Museum
Black Joy & Resistance - (2018)	Waheed Pix
ALTAR: Prayer, Ritual, Offering Exhibit - (2019)	NYC & LA Photoville
MFON: Women Photographers of the African Diaspora	Eye & I, Inc. (2017)
For Us, By Us Exhibit - (2016-2020)	Long Gallery Harlem
HBCU Art Date: Kerry James Marshall "Curator Talk/Exhibit"-Facilitated by MET Breuer	