

CRYSTAL WHALEY

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CREATIVE PRODUCTION PROFESSIONAL | EXECUTIVE PRODUCER

Bringing award-winning innovative content.

EMMY Award winning executive producer and production executive in film/TV/branded/digital and experiential offering a unique combination of cross-functional skills with 20+ years of experience.

Executive Producer (Scripted & Non-Scripted) | Advertising Agency Executive Producer | Supervising Producer
Experiential Producer | Produced Branded, Doc & Digital Series, Commercials & Music Videos | Liaison to 3rd Party Prod Co.
Content Acquisition and Development | Narrative & Show Structure | Development from Concept to Delivery
Expert SAG/Talent Union Guidelines | Budgeting Scheduling | Creative Direction
Deputy Editor | Writer | Curator | Director (scripted/unscripted)

AWARDS:

2024 CRITICS CHOICE AWARD NOMINATED:

Ladies First: A Story of Women in Hip Hop

2024 NAACP IMAGE AWARD NOMINATED:

Ladies First: A Story of Women in Hip Hop

2023 CRITICS CHOICE AWARD NOMINATED:

Ladies First: A Story of Women in Hip Hop

2023 EMMY AWARD NOMINATED: Model America

2023 PEABODY AWARD NOMINATED: Un(re)solved

2022 EMMY AWARD WINNER: Un(re)solved

Outstanding Interactive Media: Innovation – Frontlines/PBS

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

PROFESSIONAL EXPERIENCE

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

Director, Executive Producer, Supervising Producer, Series Producer (scripted & unscripted), Senior Producer, Line Producer, Experiential Producer, Post-Supervising Producer, Photo Producer and Advertising Executive Producer for Commercials, branded content, digital, scripted films, premium streaming and nationally syndicated documentary series.

- Successfully developed & executive produced shows/projects/series translating creative direction into award-winning results.
- Successful executive producing & management of 3rd party production companies, physical production management, including a deep understanding of unions, guilds, flow from inception to post while managing financing structures, anticipating potential road blocks, collaborating with various departments (sales, PR, asset mgt, business affairs) and various cost consultants, account management, team management as well as managing overall creative operations while managing bids ensuring successful deliveries on time & on budget.
- Strategically planned, created, and managed experiential, immersive, memorable brand experiences, activations, and installations, ensuring expert execution within budget or up to 85% below budget. Provided detailed project planning, development, creative concept execution, vendor and budget management, logistics and operations, communication, collaboration with internal and vendor partners.

Clients (Partial List): Netflix, MSNBC, Max, TLC, AARP, Ad Council, State Farm, NBA Players Association, L'OREAL, Mass Appeal, Showtime, Ford, Nissan, WEtv, Teen Nick, Kraft Foods, Adidas, Tommy Hilfiger, MAC Cosmetics, Cover Girl, Dove, Dove Men, Universal/BMG Records, Island/Def Jam, Atlantic Records, Jay Z, Common, John Legend, Res, Niki Minaj, Erykah Badu, Conde Nast, Hearst Publications, Essence Magazine, Ebony, Joy Collective, Grey, Ogilvy, BBDO, Deutsch, Uniworld Group, Admerasia Advertising Agency, Ado Ato Pictures, Adolescent TV, PBS American Masters, Frontlines/PBS

Currently Streaming:

- Ladies First: A Story of Women in Hip – Co-Executive Producer – Netflix
- Model America – Supervising Producer – MSNBC
- They Called Him Mostly Harmless – Supervising Producer – Max
- Un(re)solved – Producer – Frontlines/PBS

Admerasia: 5/11 – 6/18 | Consulting Executive Producer

2019 & 2013 TELLY AWARD Winner - 3AF's Creative Excellence Award - State Farm 'Smart Home' TVC & Altima 'Countless' TVC

- Executive Produced large-scale commercial shoots, monitored progress and expenditures with successful compliance of agency standards.
- Expertise in managing combination Broadcast/Print shoots resulting in significant efficiencies and cost savings. Ability to review SOW's, handle budgets, negotiate costs efficiently with third party vendors, build PR's, PO's and track spend.
- Collaborated with creative directors to develop visual strategies and concepts ensuring best practices to meet client, creative and budgetary needs. Handled all project management including but not limited to: research, acquisition, production, presentation, negotiation, copyright, licensing, talent for traditional commercial, digital and out of home advertising.

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

- 1st Look Deal.
- 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 for seasons 36, 37 & 38 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.
- *Worked with Artists & Directors:* Usher, Outkast, Pink, Avril Lavigne, Santana, Sarah McLachlan Anthony Hamilton. Sanaa Hamri, Dave Myers, Alan Ferguson, Nzingha Stewart, Director X, Malik Sayeed, Hype Williams, F. Gary Gray, Joseph Kahn, Paul Fedor, Jake Nova & Chris Robinson.

EDUCATION

Howard University / BA Journalism
New York University / Certificate in Film Production