

CRYSTAL WHALEY

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CREATIVE PRODUCTION PROFESSIONAL | DEVELOPMENT EXECUTIVE EXECUTIVE PRODUCER

Bringing award-winning innovative content.

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

Executive Producer | Supervising Producer Series (Scripted & Non-Scripted)-Premium Content
Content Acquisition and Development | Narrative & Show Structure | Deal Making / Negotiation
Development from Concept to Delivery | Producing Branded, Doc, & Digital Series, Commercials &
Music Videos | Expert SAG/Talent Union Guidelines | Budgeting | Advertising Agency Executive
Producer | Creative Direction | Deputy Editor | Writer | Curator | Director (scripted/unscripted)

AWARDS:

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 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, Post-Supervising Producer, Advertising Executive Producer for commercial & print campaigns, branded content, digital, narrative films as well as streaming and nationally syndicated documentary series. Successfully developed & executive produced multiplatform shows/projects/series translating creative direction into award-winning results.

- 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

Clients (Partial List): NBC Partners, 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 + Care, Universal/BMG Records, Sony Music, Island/Def Jam, Conde Nast, Hearst Publications, Essence Magazine, Ebony.com, Joy Collective, Grey, BBDO, Deutsch, Uniworld Group, Admerasia Advertising Agency, Ado Ato Pictures, Adolescent TV, PBS American Masters, Frontlines/PBS.

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.

Worked with Artists:

Usher, Outkast, Pink, Avril Lavigne, Santana, Sarah McLachlan & Anthony Hamilton.

Worked with Directors:

Sanaa Hamri, Dave Myers, Alan Ferguson, Nzingha Stewart, Director X, Malik Sayeed, Hype Williams, F. Gary Gray, Joseph Kahn, Paul Fedor, Mark Webb, Jake Nova, Chris Robinson

EDUCATION

BA Journalism
HOWARD UNIVERSITY

Film Certificate
NEW YORK UNIVERSITY

References available upon request

Crystal Whaley Media Credits (partial list):

Agency Executive 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:

The Table	Episodic Series (BlackOakTV)	220 th Street Prod.
The Sound She Saw	Feature Documentary Film	Plan C Media
Ms. Manage	Episodic Series (BlackOakTV)	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 (some show runner duties & executive producer duties for Elmo's World)
Season 38 / Season 37 / Half of Season 36

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 Producer 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
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:

M'DEAR: Exploring the Black Maternal (May-Oct 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	

Director Credits:

'The Sound She Saw'	Feature Documentary Film	Plan C Media Group
https://www.imdb.com/title/tt14871088/?ref=nm_sr_srsq_0_tt_5_nm_3_q_the%2520sound%2520she%2520saw		
'The Table' / Episode 7	Digital Scripted Series.	220 th Street Productions
https://www.imdb.com/title/tt24836592/?ref=nm_knf_t_3		