

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, and sales packages
- Helped secure \$1.5M in funding through branded entertainment sponsors
- Managed the complete post-production delivery of shows, including metadata, music cue sheets, E&O insurance, trademarks, copyright applications, and IMDb setup
- Facilitated distribution set up and weekly delivery to local TV networks
- Coordinated contracts with over 16 networks and stations, managing broadcaster insurance, distribution rights, and clearance tracking
- Created foundational production systems and manuals, streamlining workflows across development, pre-production, and post-production
- Attended major industry conferences, cultivating strategic partnerships by generating leads to support show development, partners, & distribution
- Led creative marketing development initiatives, including scripting promotional content and building social media campaigns

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
- 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

- Telly Award x 4 - LOST IN (2025)
- 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 15 states and studied abroad in the Czech Republic, Hungary, and Austria
- Avid music & podcast listener, prolific reader, and film fanatic