

Caleb Krassner

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Education

University of South Florida

BS. Business Advertising

Honors: summa cum laude, Business Honors Program, Judy Genshaft Honors College

Tampa, FL

May 2023

Masaryk University

Coursework in Digital Media, Concentration in Virtual Reality.

Brno, Czech Republic

2022

Experience

Bluewater Media

Associate Producer, Program Development

Clearwater, FL

January 2024 – Present

- Develop, produce, and write 30 episodes of an upcoming branded entertainment cooking TV series for Gusto TV and Vizio
- Co-develop, segment direct, and story produce 13 episodes of an upcoming chainsaw carving competition TV series
- Spearhead the development of TV series concepts, including the creation of pitch materials and sales collateral
- Develop materials and support sales in securing \$1.5M through brand sponsors and \$75K in production incentives
- Manage the post-production delivery of TV shows, including metadata, cue sheets, chain of title, trademarks/copyright, and IMDb
- Establish syndicated distribution set up and oversee weekly delivery to local TV networks
- Coordinate 30+ contracts with networks and stations, managing legal compliance, distribution rights, and clearance tracking
- Produce several episodes of the TV series, LOST IN with DJ BBQ, in addition to season-long support in scripting, pre- and post-production, as well as maintain show-partner relationships
- Create foundational production systems and manuals, streamlining workflows across development, pre- and post-production
- Represent at major industry conferences, such as Realscreen, cultivating strategic partnerships in development and distribution
- Support creative marketing initiatives, including scripting promo content, award submissions, and social media campaigns

Bluewater Media

Production Assistant

Clearwater, FL

April 2023 – January 2024

- Facilitate pre-production of the travel TV series, LOST IN with DJ BBQ, 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, on-screen text, 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, and 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 document key information

Leadership & Activities

USF Ambassadors

Director of Organizational Advancement

Tampa, Florida

May 2021 – June 2022

- Responsible for all recruiting, marketing, and public relations activities for the USF Ambassadors
- Ensure the successful execution of the recruitment process by leading, planning, and coordinating with a team of 25
- Responsible for directing meetings for two committees and overseeing 5 chair positions
- Aid in all actions deemed necessary by the Executive Board, Adviser, or general members to further develop and maintain the mission statement of the USF Ambassadors

Strike Magazine

Casting Director

Tampa, Florida

Dec 2020 – May 2022

- Lead end-to-end casting operations for multi-talent shoots, including talent coordination, scheduling, and cross-department alignment with styling and hair/makeup teams
- Collaborate with creative directors, photographers, and editors to develop editorial concepts and casting strategies that support narrative goals and visual identity across print and digital platforms

Skills & Interests

Technical: Microsoft Office Suite, Smartsheet, Airtable, Frame.io, Google Workspace, HubSpot, Hootsuite, Canva, Adobe Premiere, AI

Language: Elementary Proficiency in Spanish

Interests: Personal Care, Perfumery, Travel, Music, and Ballet