

# KRYSTINA CHRISTIANSEN

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## PROFESSIONAL SUMMARY

Collaborative producer and director with 9+ years of experience in guiding creative teams and producing content across film, television, commercial, live events, interactive installations, and digital media. Specialties include managing end-to-end production, leadership, scheduling, creative writing, research, coordination, integrated campaigns, client relations, and execution of complex projects.

## RELEVANT EXPERIENCE

### **Crazy Maple Studios** | *Director (Contract)*

May 2024 - August 2024

- Conceptualized creative, visual direction for vertical romantic comedy series
- Collaborated with and managed 8 internal teams, including casting, design, videographers, art directors, vanities, music supervision, and post production
- Led cinematography and supervised art teams from pre-production through post

### **Halo Interactive Entertainment** | *Director (Contract)*

February 2024 - April 2024

- Ideated and executed a hybrid installation with scripted elements for brand launch
- Directed Chinese TV commercial for “Black Hornet Tea” and oversaw a team of 20

### **Appian Way, QC Film Co.** | *Producer – “The Death Boom”*

August 2022 - January 2024

- Oversaw research team with developing an in-depth portfolio of the death care industry
- Handled participant outreach, preliminary interviews, scheduling and hiring crew
- Established storylines alongside director during production and post-production

### **Box to Box Films** | *Field Producer – “Sprint: The World’s Fastest Humans”*

June 2023 - November 2023

- Developed and maintained relationships with documentary subjects
- Managed production crews and coordinated camera teams at various track events

### **TikTok, Byte Dance LLC** | *Creative Director (Contract)*

August 2023 - September 2023

- Implemented visual strategies to better streamline capturing large amounts of content
- Ensured high-quality deliverables via art direction that met goals and brand integrity

### **SIMPLi** | *Creative Producer + Director*

September 2021 - December 2023

- Guided art direction and planning for international video campaigns highlighting the company’s mission to simplify the food distribution system and empower farmers who practice regenerative agriculture
- Edited video campaigns – sound mix, color, translation and captions

### **Triad Education | Executive Producer + Director (Contract)**

January 2022 - April 2023

- Produced and visually conceptualized all video deliverables for WCUI School of Medical Imaging including educational series and commercial programming

### **Bellanoir Films | Production Manager, Producer (Contract)**

November 2021 - February 2022

- Managed production workflow on a series of music videos for high profile clients, assisting in driving efficiencies and bottom line
- Worked alongside CEO in onboarding and overseeing project-based department leads

### **Wondros | Producer**

January 2021 - December 2021

- Spearheaded integrated campaigns for a range of clients including The Boseman Foundation, National Institute of Health, and Chicago Foundation for Women
- Leveraged data to create strategic solutions for advertising campaigns, resulting in an overall increase in engagement
- Nurtured client relationships through the project life cycle from ideation to delivery, developing client visual identity, strategy, paid and organic messaging, and design

### **Participant | Producer**

August 2017 - December 2019

- Coordinated viral branded documentaries for internal digital media agency SoulPancake with a spectrum of clients including The Obama Foundation, Ally Financial, AllState, and Denny's that have garnered well over 50 million views
- Secured location permits, carnets and visas for international travel

### **2U | Video Producer**

September 2016 – July 2018

- Developed content-rich academic videos for doctorate and masters-level university partners (covering topics from social sciences, law, cyber security, and medicine) while managing on-set video production
- Collaborated with five internal teams and managed partnerships with 16 external clients
- Consulted on creative ideas and touchpoints with key stakeholders to expand outreach
- Trained and managed team of associate producers and assistants

## **SKILLS + PROGRAMS**

Movie Magic Scheduling & Budgeting, Wrapbook, StudioBinder, Entertainment Partners, Domestic & International Travel Coordination, Multi-channel Communication, Creative Pitch Decks, Adobe Creative Suite – Premier, Photoshop, Avid Media Composer, Hot Sheets, Releases, Booking, Microsoft Office, Google Drive, Asana, Slack, Davinci Resolve, Wrike, Aha

## **EDUCATION**

**New York Film Academy | Master of Fine Arts in Producing for TV & Film**

**Sam Houston State University | Bachelor of Arts in Public Relations, Minor in Music**