

Krista Alexander

Media Production Instructor

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[Linkedin](#) | [Portfolio](#)

EDUCATION

Colorado State University, Graduate School of Journalism 2020
Masters in Communications and Media Management (M.C.M.M) GPA: 4.0

Courses: Digital Media Writing and Production / Managing Communications Systems / Technologies of Public Communications / Organizational Media Production / Digital Media Research and Evaluation Methods / Strategic Digital Communication / Advertising and Marketing Communication / Corporate Web Design and Management / Web Technology / Social Media Management

University of Maryland, Global Campus 2013
Bachelor of Arts in Humanities with a Communications Minor GPA: 3.9

Courses: Philosophy / Psychology / Art / Religion / Mythology / International Relations / Interpersonal Communications / Advanced Writing / Marketing / Public Affairs / Public Relations / Video Editing / Rhetoric

Colorado Film School, Aurora, CO 2017
12 Credits, **Videography**

Defense Information School, Fort Meade, MD 2006
Certificate, **Broadcast Journalism**

SKILLS

Video Production	Public Relations	Project Management
Social Media Strategy	Digital Marketing	Camera Operation
Google Analytics	Journalism	Storytelling
Trend Analysis	Adobe Premiere	Public Affairs
Research	Adobe Photoshop	Content Management Systems
Communication	Adobe Audition	Writing

EMPLOYMENT HISTORY

Instructor, Media Production
Virginia Commonwealth University

Richmond, VA

August 2022 – Present

- Create curriculum and instruct students from diverse backgrounds in courses: Media Writing, Introduction to Media Production, Beginner Media Production, Advanced Media Production and Documentary
- Articulate and communicate actionable events, milestones, program issues, and deadlines and time frames for completion
- Supervise overall production, including preparation to ensure that lighting, interviews, sets, sound, camera angles, visuals and special audio and video effects, including graphic art and digital non-linear video formats, are utilized effectively
- Provide professional guidance on the feasibility of the production and determine the broadcast requirements, techniques, methods, and procedures to achieve the objective
- Serve as member of Technical Committee to analyze technical proposals and accurately determine which product meets a predetermined specification and which does not
- Analyzed and defined production needs and initiated approval of more than \$75,000 in new audiovisual equipment, including DSLR cameras, lenses, sliders, tripods, sound equipment and storage
- Serve as school's website coordinator with experience using website management system T4
- Published student work from Beginner Media Production course on school [YouTube](#) channel, demonstrably increasing student enrollment

Documentary Filmmaker, *Lights in the Sky*

January 2020 – Present

- Researched, wrote, produced, directed, filmed, hosted, edited and marketed feature documentary with international distribution in partnership with media distribution company 1091 Pictures
- Built social media following totaling more than 8,000 people
- Created paid and organic social media ads, a website compatible on desktops and smartphones, and marketed the film on multiple podcasts
- Reached number one on iTunes Top Documentary chart, remaining in the Top 10 for four weeks after release
- Produced and marketed film for a total of \$400, resulting in a return of investment totaling 12,400%

Film and Television Contractor

- Marketed services to acquire and maintain clients through website and social media outreach

- Managed administrative tasks such as developing contracts, budgeting, hiring crewmembers, scheduling, talent release forms and the development of communication concepts and creative direction for client approval
- Designed sets, set-up three-point lighting, directed talent, wrote scripts, filmed, and interviewed subjects using DSLR cameras with wireless lavalier and boom microphones, according to client collaboration and project specifications
- Followed marketing workflow from concept to post-production editing
- Worked as on-camera talent for multiple commercial and narrative productions
- Served as crewmember in various departments in major motion films, reality shows and national commercials

Contract Positions

<u>Type</u>	<u>Hours</u>	<u>Project</u>	<u>Title</u>
Major Motion Film	720	<i>Walk the Line</i>	Casting Assistant Intern
Major Motion Film	720	<i>Black Snake Moan</i>	Set Production Intern
National News	12	<i>The Washington Post</i>	Camera Operator
Reality Series	60	<i>American Idol</i>	Production Assistant
National Commercial	60	<i>Temptations Cat Treats</i>	Production Assistant, Actress
Reality Series	30	<i>The Great American Baking Show</i>	Casting Assistant
Videos on Demand	120	<i>CorePower Yoga</i>	Camera Operator
Marketing	25	<i>LMNOPuppets</i>	Dr. of Photography
Communications	30	4 th Row Films	Camera Operator
Episodic Series	100	<i>American Carnage</i>	2 nd Assistant Camera, Actress
Short Film	60	<i>Pure</i>	Assistant Camera
Corporate	640	Benefitfocus	Associate Producer, Writer
YouTube Channel	120	YogaSane	Producer, Videographer
Instructional	140	Center for Non-Profit Stewardship	Producer, Videographer
Commercial	40	Bellhop Restaurant	Producer, Videographer
Commercial	40	North Point Dental	Producer, Videographer
Documentaries	320	Utah Education Network	Producer, Videographer
Marketing	25	Puzzah!	Producer, Videographer
Short Film	100	<i>Heartless</i>	Lead Actress
Commercial	10	Frank Azar Law Firm	Actress
Commercial	10	Furniture Row	Actress
Commercial	20	LifeTree Day Camps	Actress
Marketing	10	City of Lakewood	Actress

Public Affairs Media Specialist, United States Army
Camp Darby, Italy

July 2008 – March 2010

- Researched and presented local, national and international news articles on live morning radio show 107.9 AFN the Eagle
- Produced award-winning short-form European travel documentaries and news spots
- Served as representative of U.S. military in Croatia while documenting cultural and global relations
- Interviewed top officials, such as commanders and four-star generals, as well as popular public figures on tour with USO Armed Forces Entertainment

Public Affairs Media Specialist, United States Army

HHC 1BCT 3ID, Fort Stewart, GA

January 2006 – July 2008

- Developed and wrote informational materials designed to reach national audiences through the news media, wire services, radio, television and newspaper
- Produced news and radio broadcast spots, documentaries and interviews in combat zone Al Anbar Province, Iraq for 15 months
- Documented U.S. Army Infantry, Marines and Navy Seabees on missions in remote Forward Operating Bases and cities along the Euphrates River
- Edited video and sound with Final Cut Pro
- Organized and maintained computer-based graphics files, stock footage, and other video production support applications
- Filmed and interviewed high ranking government officials Senator John McCain, General David Petraeus, Sheik Satar, and others
- Filmed and interviewed public figures Robin Williams, Kid Rock, Lance Armstrong, and others
- Escorted United States news media representatives in forward operating locations

MEDIA PUBLICATIONS

The Washington Post / NBC / ABC / FOX News / UEN / NPR / PBS / AFN / CNN / DVIDS

AWARDS AND HONORS

Army Commendation Medal for Public Affairs / Global War on Terrorism Service Medal / Iraq Campaign Medal with Campaign Star / Spot of the Quarter Award, AFN Europe / Broadcast Journalism, Tennessee State Finals, Third Place