

KRIS CRENWELGE

310.266.5756 • kriscrenwelge@gmail.com • www.kriscrenwelge.com

Collaborative executive communications and creative director/producer who excels in project management, problem solving, and team leadership in deadline-driven environments. Visual storyteller and brand steward with 20 years of experience in business development and operations, strategic planning, writing, editing, and design.

PROFESSIONAL EXPERIENCE

SPORTS PUBLICATION DESIGN

Principal/Creative Director

- Envisioned, founded, and launched competitive, niche-market branded content firm for professional and college sports teams in the NBA, NFL, NHL, MLB, and NCAA
- Directed all business functions, including strategic planning, internal and external stakeholder communications, contract negotiation, budgeting, staffing, client services, and workflow/asset management
- Creative director, producer, copywriter, and editor of 35 ongoing, annual print and digital projects for 20 high-profile clients
- During two decades in business, achieved 100 percent success rate in meeting 2,000+ production deadlines, motivating clients and partnering with publisher, printers, and prep houses in a fast-paced, demanding environment; increased profitability by 100 percent over the past six years and improved workload efficiency by 70 percent

NETFLIX ANIMATION | 20th TELEVISION

Staff Writer

- Staffed in two consecutive TV writers' rooms: *Spirit Rangers* (Netflix Animation), a kids' animated action series with an all-Native American writers' room; and *True Lies* (20th TV/CBS), an hourlong network primetime action-comedy series based on James Cameron's 1994 feature
- Collaborated in both rooms to break a total of 33 episodes of TV, regularly problem solving while under multiple deadlines
- *True Lies*: Participated in prep, production, and post (producers' cuts and mixes); wrote one episode for network primetime TV; pitched episode that became part 1 of the series finale; attended set for that episode
- *Spirit Rangers*: Attended art/animation meetings, recording and color sessions; wrote seven episodes of the series, which was nominated for three Annie awards and seven Children's & Family Emmys

DISNEY ENTERTAINMENT TELEVISION

Program Writer

- Awarded a full-time, salaried position in prestigious year-long TV writing fellowship focused on diversity in visual storytelling—13 writers selected from more than 2,000 annually
- Collaborated with program director, cohort, diversity & inclusion staff, and executives across all platforms (ABC, ABC Signature, Disney Channel, Disney+, Freeform, FX, Hulu, Nat Geo, and 20th Television)
- Designed personal brand, created two original samples, and staffed on a network television series

PROMAX & BDA

Communications Director

- Directed branding and communications strategy for two entertainment associations as department head/senior staff
- Led in-house communications team and freelancers; consulted with board on mission, vision, and long-range planning
- Managing editor and creative director for all publications; annual conference awards show scriptwriter and stage manager. Within one year, transformed association publications into multiple award-winning magazines.

HOUSTON ROCKETS (NBA)

Publications Manager

- Created the organization's first-ever publications department, including developing overall business plan, sales and distribution plans, production best practices and workflow, editorial calendar, and budget
- Collaborated with senior staff, marketing and PR teams on vision for core brand, along with three distinct sub-brands within the organization: NBA, WNBA, and Arena Football
- Developed branding guidelines and submission procedures for internal and external publications
- Managed and mentored team of writers, designers, support staff, and freelancers to produce more than 100 game magazines per year; provided positive, clear, and strategic feedback under extremely tight deadlines

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KLC CREATIVE

Principal Author, Writer, Storyteller, and Speaker

- Essayist and journalist published in *O, the Oprah Magazine*, the *Dow Jones National Business Employment Weekly*, and *Refinery29*
- Keynote speaker, scriptwriter, and trainer for clients including the Chickasaw Nation, Native American Media Alliance, BRIC Foundation, and Gilda's Club
- Awarded a fellowship in the Native American Showrunner Program, focused on leadership and development
- Mentor for the Native American Writers Seminar and head instructor for the Native Media Apprenticeship Program

Additional Professional Experience

- Cleveland Cavaliers (NBA) | Assistant to the Senior Vice President of Sales and Marketing
- World League of American Football (NFL Europe) | Media Relations Writer/Intern
- ABC Sports | Stage Manager (London, Frankfurt, Barcelona)
- Adventure Tours | Destination Manager (Dominican Republic, Mexico, St. Kitts)

NONPROFIT EXECUTIVE EXPERIENCE

JUNIOR LEAGUE OF LOS ANGELES (JLLA)

Treasurer, Board of Directors, Executive Committee

- Chief Financial Officer on a full-time, working board of directors for an 1,100-member women's organization focusing on community advocacy and leadership training
- Created annual budget and operating plan; collaborated with executive committee members to create three-year league strategic plan; restructured finance council to improve efficiency; and built rapport and engagement with internal and external stakeholders (donors, board, and league members) to enact meaningful improvements
- Led league-wide financial education and trainings; advised full-time accounting staff; mentored council chairs and committee members to bring up the next generation of leaders
- Winner of the annual Presidents' Cup Award for outstanding league leadership

Additional Nonprofit Leadership Experience

- JLLA Senior Leadership | Nominating Chair; Sustaining Advisor to Finance, Operations, and Nominating Chairs
- JLLA Training | Board Fellows, Leadership Development Institute, Organizational Development Institute

AWARDS AND AFFILIATIONS

- Association for Women in Communications Matrix Awards: Feature writing and publication design
- Folio Ozzie Awards for Excellence in Magazine Design: Best new magazine
- American Society of Association Executives Gold Circle Award: Best annual publication
- International Association of Business Communicators Helios Awards: Publication design
- Public Relations Society of America Excalibur Award: Publication design
- Screenwriting: More than 20 fellowship, lab, and competition placements (*list available upon request*)
- Member, Writers Guild of America West • The Animation Guild • Women in Film • SAG-AFTRA

TECHNICAL SKILLS

- Expert-level professional in Photoshop and InDesign; proficient in Illustrator and other Adobe Creative Suite programs
- Long-term professional expertise with RGB to CMYK print processes; print and digital specs and formats
- Word, Excel, PowerPoint, Google Sheets/Docs, Dropbox, Keynote, Canva, Asana, Slack, and Final Draft

DEGREES

Master's Degree in Sports Administration, Ohio University • B.A., Speech Communication, Texas A&M University