

Contact Information

Email

crewscontrolent@gmail.com

Location

Manchester, Connecticut

Phone

631-764-0746

Skills

- Syncing Audio To Video
- Color Contrasting
- Video Editing
- Graphics Design
- Social Media Branding

Personal

- Audio Engineering
- Musician
- Music Producer
- Able to read & notate music

Cherrelle Crews

Social Media Specialist with 7 years of experience. Reliable, hardworking and enthusiastic about Social Media Branding and Marketing. Looking to be a great asset to an organization.

PERSONAL

- Fully competent with both Windows & Mac OSX operating systems and programs such as
 - o Adobe Photoshop
 - o Final Cut Pro
- Full competent with Apple & Android editing applications such as
 - o Capcut
 - o PicsArt
 - o InShot
- Fully competent with creating social media content calendars, scheduling posts, and planning social media strategies for Facebook, Instagram, YouTube, and TikTok.

WORKING EXPERIENCE

Digital & Social Media Specialist 2024 – Present

UCONN (University of Connecticut) Vergnano Institute of Inclusion

- o Strategizing marketing strategies for social media
- o Developing marketing campaigns for STEM programs K-12
- o Capturing video and editing promotions, recaps, and highlights
- o Analyzed insights and statistics across media platforms

Broadcast Engineer | Video Editor | Content Creator 2020 - Present

The Greater Allen Cathedral of New York, Inc.

- o Capturing video and editing full length service to be aired online
- o Edited video promotions weekly and recaps from services
- o Created marketing strategies for social media
- o Captured content, edited, and posted in real-time
- o Analyzed insights to optimized best possible outcome
- o Graphics designs and flyer designs

Crews Control Records 2016 - Present

Founder & Director

- o Videographer, video editor, & director for various projects for artists.

Freelance Video Editor, Social Media Specialist 2015 - Present

Crews Control Entertainment Inc.

Self-Employed

- o Completed various social media campaigns for public figures & organizations
- o Captured content and edited content prepped for social media postings
- o Providing several aspects of graphics designs and motion graphics

Music Director | Video Editor | Social Media Specialist 2014 – 2022

Destiny House Christian Center, Inc.

- o Capturing video and editing full length service to be aired online
- o Edited video promotions weekly and recaps from services

EDUCATION

**The City College
Of New York**
New York, NY
2011-2016

Bachelor of Fine Arts

Sonic Arts, Audio Engineering Program
Dean's List 2012-2015, Overall GPA 3.2

- Learned basic video editing techniques, editing audio dialogue replacement, sound design, all in addition to mixing.

COMMUNITY

The Grow Movement Inc.
Timiney Figueroa (Founder)
Brooklyn, NY
2018-2021

Video & Photos

- Capturing photos & videos to be edited from events
- Managing social media pages to upload content throughout the year
- Handled postings
- Created social media branding & marketing strategies and ideas for media

CAMERA EQUIPMENT OWNED:

Cameras	Lens	Gimbals	Tri-Pods	Mics	Video Switcher
- Canon Rebel t7i	- (2) 18-55mm Lens	- DJI Ronin-M	- (5) Tri-Pods	- (2) Wireless Lapel Mics	- Blackmagic Mini Pro
- Canon Rebel t5i	- (1) 24-70mm Lens	- DJI Ronin-SC		- (1) SHURE SM7B	
- Canon Rebel t2i	- (1) 55-250mm	- DJI OM 5		- (1) Condenser Mic	
- Sony A7iiiS	- (1) 50mm Prime Lens				
	- (1) 16-35mm 2.8				

CREDITS For Marketing/Branding:

- Amityville UFSD Marketing Campaign for School Board Election – **2024**
- Donnie McClurkin's Kingdom Call Choir Expo – **2021-2022**
- Photography & Video, Donnie McClurkin's 60th Birthday Celebration held at the Greater Allen Cathedral of NY, **2019**
- Amityville UFSD Marketing Campaign for School Board Election – **2018**

Other video/marketing credits with recording artists/businesses include: First Cathedral Church (Bloomfield, CT), Timeless Music Studios (New York City), Bethel Gospel Assembly (Harlem, NY), Hollywood Baptist Cathedral (Amityville, NY), Agape Cathedral (Baldwin, NY), Perfecting Faith Church (Freeport, NY), NAACP Central Islip Branch, ARMS Entertainment LLC., Donnie McClurkin, Serena Tyson etc.

Other Events Covered for Marketing Coordination for the following projects:

2023	"Candlelight: Jesus Is The Reason" – The Greater Allen Cathedral of NY
2023	"HG Party " – Jason Hendrickson
2022	"Matters Of The Heart" – El. Butler Feat. Destiny Christine
2022	"Candlelight: Make Room For Jesus!" – The Greater Allen Cathedral of NY
2021	"Candlelight: Jesus, Lord Of All!" – The Greater Allen Cathedral of NY
2020	"Candlelight: God With Us....STILL!" – The Greater Allen Cathedral of NY
2020	"If You Only Knew My Story" – Serena Tyson
2019	"Firefall" – Serena Tyson