







# CRYSTAL ORREN

LOCALIZATION SPECIALIST, MARKETING & COMMUNICATIONS, WRITER/EDITOR

## CONTACT

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-  [IMDB.me/CrystalOrren](https://www.imdb.com/name/nm1045444/)
-  [www.CrystalOrren.com](http://www.CrystalOrren.com)

## SKILLS

- Localization/Transcreation
- Copywriting & Editing
- Translations and Subtitling
- Strategic Marketing
- PR & Publicity
- Customer Engagement
- Brand Management
- Media Planning
- Project/Process Management
- Voice Talent/Audio Editing

## PROFILE

Subtitling, localization, and transcreation specialist with nearly 200 foreign-language feature films across all major platforms. Marketing strategist with 20+ years' experience in customer engagement, brand management, publicity, and public relations. Multi-industry copywriter and editor with expertise in process management, technical documentation, media planning, and internal/external communications.

## EXPERIENCE

### FOUNDER/PRINCIPAL

[MOVIE MOMENTS, LLC/CRYSTALORREN.COM](http://www.MovieMomentsLLC.com) | DALLAS, TX | 2016 - PRESENT

#### SUBTITLING, LOCALIZATION, AND TRANSCREATION SPECIALIST

- 10+ years adapting subtitles for North American audiences, including nearly 200 foreign-language films across all major streaming platforms (iTunes, Netflix, Amazon, Hulu, and the *Hi-YAH!* and Shudder networks)
- Provide end-to-end translation and localization services to clients in film, broadcasting, web services, mobile apps, and post-event transcription

#### MARKETING STRATEGIST/COPYWRITER AND EDITOR

- Develop marketing, PR, and publicity plans for internal/external customers
- Write, edit, and standardize “house copy” for retail and B2B products/services
- Design campaigns to increase brand recognition, engagement, and retention
- Provide intensive research on consumer marketplace, trends, and behavior
- Create best-practice guides to train and automate marketing processes
- Build strategies to reinforce and protect brand integrity and reputation

### MARKETING, PUBLICITY, AND COMMUNICATIONS MANAGER

[WELL GO USA ENTERTAINMENT](http://www.WellGoUSA.com) | PLANO, TX | 2011 - 2016

Acted as the “voice” of the company through consumer, press, and corporate communications, including community engagement, brand management, and copywriting for theatrical trailers, scripts, and packaged media.

- Adapted and edited English subtitles for 100+ foreign-language feature films
- Developed strategic marketing plans for 50+ film and home media releases
- Managed and executed 150+ special events, screenings, and press tours
- Built strategic media partnerships for publicity, promotion, and events
- Pitched, booked, and fulfilled 250+ film festival engagements
- Created “Marketing Library” of internal databases and tracking tools
- Wrote Style Guides and templates for social media/content marketing
- Created multiple platform-compliant synopses and metadata for 150+ titles

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## EDUCATION

B.S., Screenwriting & Film Criticism  
(Minor, News-Editorial Journalism)

[Texas Christian University](#)

## MEMBERSHIPS

Member, [Entertainment Globalization Association](#)

Member, [American Translators Association](#)

Member, [Editorial Freelancers Association](#)

AP-Certified Copy Editor

## AWARDS

[2016 Golden Trailer Awards](#)

Winner, Best Foreign Action Trailer  
(Creative Director)

[2014 Golden Trailer Awards](#)

Winner, Best Foreign Action Trailer  
(Copywriter)

[TEDx Turtle Creek Women](#)

“Creating A Life Of Movie Moments”  
(2016 Featured Speaker)

## ACTIVITIES

Volunteer Chaplain, Doctors Hospital  
(now [City Hospital at White Rock](#))

Volunteer Copywriter/Editor/Media  
Consultant, [The Magdalen House](#)

## EXPERIENCE (CONTINUED)

### SALES AND MARKETING COORDINATOR

[PANASONIC AVIONICS CORPORATION](#) | COPPELL, TX | 2004 - 2011

Managed all direct-support functions for the North American Sales office, including the Senior VP and Directors at nine remote offices in the US, South America, and Oceania.

- Researched, curated, and obtained global approvals for 13 global RFPs
- Planned and coordinated on-site support for 7 trade shows and conferences
- Managed corporate training for 70+ employees in 10 global sales offices

### MARKETING COORDINATOR

[ACCOR HOTELS](#) | PLANO, TX | 2001 - 2004

Provided marketing and crisis PR support for 250+ company-owned and franchise-operated hotel properties across the US.

- Developed 50+ marketing promotions, including sweepstakes and giveaways
- Wrote, edited, and distributed promotional copy, style guides, and handbooks
- Coordinated “Motel 6 40th Anniversary” event (600 operators in attendance)
- Provided 24-hour press and emergency contact assistance two days a week

### MARKETING AND PUBLIC RELATIONS SPECIALIST

[METROMEDIA RESTAURANT GROUP](#) | PLANO, TX | 1998 - 2001

Assisted VP Public Relations in marketing and crisis PR rollouts, including restaurant-specific emergencies and internal communications.

- Co-wrote/edited 3 Crisis PR handbooks for employees and restaurant workers
- Wrote weekly newsletters and media alerts for 2 years
- Developed talking points for President’s “Weekly Address” for 1 year
- Planned and managed 15+ employee meetings and internal events
- Co-chairman for 2 annual Awards Galas and 2 North American conferences
- Conducted a week-long research/archival project at the Library of Congress

## REFERENCES

Client testimonials available at [crystalorren.com/testimonials](http://crystalorren.com/testimonials)

Full reference packet available upon request