KAYRON CALLOWAY

Los Angeles, CA | 310.498.8059 | KayronCalloway@gmail.com
Berlin Film Festival & HollyShorts (Oscar-qualifying) Submitted

VALUE PROPOSITION

Creative Technologist with Entertainment Industry Expertise. Filmmaker with submissions to Berlin Film Festival and HollyShorts (Oscar-qualifying) plus insider access to $300M+ annual entertainment financial operations across Netflix, Apple TV+, Amazon Prime, HBO. Building AI-powered creative projects while managing complex operations for 150+ entertainment clients.

PROFESSIONAL EXPERIENCE

Founder & Creative Director
Coloring With Gray   *2024 - Present*

A memory design house. Each product is its own world. The user completes the art.

- Built CG as a system-first brand where fragrance, footwear, ritual objects, and interaction act as emotional portals
- Directed scent formulation, packaging systems, story sequencing, site logic, and all campaign structure
- Led film project with festival submissions to Berlin International Film Festival, Sydney Film Festival, HollyShorts (Oscar-qualifying), Aesthetica Film Festival, and Encounters Film Festival in 2024
- Developed symbolic packaging: fingerprinted glass, dipped book-safes, refillable crayons

Financial Analyst (Residuals)

Cast & Crew Entertainment Services   *April 2019 - Present*

- Manage end-to-end residuals processing for 150+ entertainment clients including Netflix, Apple TV+, Amazon Prime Video, HBO, SAG-AFTRA, and major studios
- Interpret complex collective bargaining agreements from SAG-AFTRA, DGA, WGA, IATSE, and AFM
- Streamlined processing efficiency by 30% through advanced Excel functions, pivot tables, and workflow automation

Creative Consultant
Brand & Product Strategy   *2016 - Present*

- Delivered campaign development, brand identity, naming, copy, and creative strategy across fashion, tech, and wellness
- Created and performed sound design and runway VO for C'est Bon Paris Fashion Week; covered in Vogue and Pause Magazine
- Developed training systems and brand positioning for Upgrade Labs wellness concept

EDUCATION

B.A. in Philosophy
California State University, Fullerton

Relevant Studies: Aesthetics, Ethics, Strategic Thinking, Systems Analysis

TOOLS & SYSTEMS

- **Creative Execution:** Figma, Adobe Creative Suite, Final Cut Pro, HTML/CSS, GitHub
- **AI + Generative Tools:** Runway Gen-4, 11 Labs, OpenAI API
- **Physical Systems:** Fragrance Formulation, Footwear Tech Packs, Packaging Architecture