

Alex Sheffield

CASTING PRODUCER | EDUCATOR

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----- PROFESSIONAL SUMMARY -----

As an adept Casting Producer in digital media, I've been instrumental in shaping creative projects by fostering relationships with diverse talent, including children. My extensive experience working with and for children in various educational and enrichment-based platforms further attests to my passion for and proficiency in working with children, adding up to the perfect combination of casting know-how and emotional awareness of the needs of young people.

----- AREAS OF EXPERTISE -----

PROFESSIONAL SKILLS: Talent Management | Casting Expertise | Network of Talent | Emotionally Intelligent | Team Player | Passionate About Early Education | Organized | Excellent Communication Skills

TECHNICAL SKILLS: Digital Media Casting | Contract Management | Familiar with Work Permits, Coogan Accts, etc | Airtable | Google Workspace | Slack

----- PROFESSIONAL EXPERIENCE -----

September 2021 - Present

Electric Monster Media Inc - *Digital Media/Casting Producer, Casting Coordinator*

- Leads the casting process, including managing a talent pool of over 250 performers, successfully creating and assigning cast lists for 20+ episodes each week. Determines cast based on unique abilities and limitations, meeting the needs of creative producers and upper management. Trains new coordinators in workflow and processes.
- Seeks out new talent each week to strengthen and diversify our regular cast as the company continuously scales up. Interviews, onboards talent, and manages all aspects of casting including working with talent representatives, ensuring all paperwork for minors is collected and kept up-to-date
- At ease with quick turnaround and high volume of production. Comfortable training and delegating team workload.
- Acts as a liaison between Development/Creative, Production teams, and upper management, gathering casting specifications to match the ever evolving channel brands. Facilitating casting calls to garner new talent, and collaborating to select the best talent for each episode.
- Built and maintains a substantial talent network, fostering relationships and building trust with performers, agencies, and managers. Successfully managed the delicate balance of liaising with current talent to enhance their relationships with the company.

October 2019 - present

iShow International English - *Producer/Writer/Performer*

- Wrote, produced and performed as an educator in digital and in-person ESL lessons for ages 0-12.
- Lived in Hangzhou, China for 3 months in order to work closely with Chinese staff and film episodes on location.
- When Covid made returning to China impossible, I built a full-sized green screen filming studio in LA with my own funds and elbow grease. Produced, shot, performed in, and delivered 100s of episodes worth of video footage and audio files to the China-based company at an extremely fast production rate.
- Communicated over international time-zone differences, organizing video shoots and voiceover recordings remotely and delivering high-quality material on time, in an organized fashion.

July 2015 - November 2015

PBS Math Club | Youtube Channel - *Writer/Co-Producer*

- Wrote fun and educational content, combining algebra concepts with pop culture and other teen-centric ideas
- Coordinated the casting, pre-production and filming of the shorts we created
- Assisted with all aspects of producing and filming each short

EDUCATION

Elon University, North Carolina
BFA Musical Theatre

University of North Carolina School of the Arts
HS Diploma with specialization in Drama

RELEVANT INFORMATION

OTHER EXPERIENCE/WORK HISTORY:

- Professional Commercial Actress, Los Angeles | 2013-2019
- Nanny, Los Angeles | 2012-2014
- Instructor/Performer - California Theatre Center, children's theatre | 2011-2012
- Director, Mooresville Children's Theatre - Once Upon A Mattress, Joseph and the Technicolor Dreamcoat | 2010
- Drama Instructor - Acting Up! Theatre Camp | 2006

REFERENCES

Annie Knudsen

Talent Producer, Electric Monster Media, Inc

CONTACT INFO AVAILABLE UPON REQUEST

Joanna Lei

Hiring Manager, iShow International English

CONTACT INFO AVAILABLE UPON REQUEST

Clara Hirsh Walker

*Program Coordinator/Teaching Artist, Portola Valley Theatre Conservatory
(reference from California Theatre Center)*

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