

# Ashley-Lauren Elrod

**Content Producer + Senior Casting Director + UGC Director**

## Profile

Senior level Casting Director, Casting Producer, Talent researcher, Content Producer, UGC director, and Industry Educator, leading with the heart of diversity and inclusivity. Striving to create healthier and safer environments for creatives through leadership, casting, and education. Expert knowledge in non-union and SAG/AFTRA union guidelines for shorts, features, new media, and VO.

## Language

English | American Sign Language  
Conversational Spanish

## Skills

Talent Management | Social Media Marketing | MAC + PC Proficient | Editing | Filming | Photography | Fast Capture | ADOBE SUITE | Casting Networks | Breakdown Services | Hey Joe | Fast Capture | Eco Cast Live | We Audition | Zoom Sessions | Copywriting | Slack | Monday | Open Reel | UGC proficient | Detailed and engaging creative brief and deck creator | Organized database creator | Pitch perfecter | Influencer and Celebrity Networker | Expert in SAG/AFTRA and non-union contract rates.

## Contact



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Brooklyn, New York



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## Academic History

### Columbia College Chicago

*BA in Technical Theater, Minor in Performance*

2007 - 2011

- Graduated Magna Cum Laude
- Gained extensive training and successfully accomplished all requirements of the degree
- Featured as the Columbia College Chicago Diversity Scholarship Award Recipient for the class of 2011.

### Light University

Certification in Mental Health Coaching:  
Trauma Studies

2019-2021

- Gained extensive training and successfully accomplished all requirements of the degree
- Successfully completed all required training to co-lead the mental health Gateway program of Elevation Church Online campus.



# Professional Career

## Liz Lewis Casting Partners

CASTING DIRECTOR

NOVEMBER 2020 - MAY 2021

Casting Director for television, print, commercial, and film.

I worked with clients and executive producers of top brands and film productions to cast actors, creatives, influencers, and real people for their commercial and print advertisements, feature films, short films, tv series, voiceover projects, and real people promos. Conducting rate negotiations, talent research, creating and posting casting breakdowns, sourcing talent for self-tapes, organizing callbacks and interviews, and booking talent for finalized shoots. At times served as on set liaison between talent, agents, and production. Overall creating a seamless process for the client, talent, and casting team.

### Lead casting projects goes as follows:

- Mountain Dew Europe : In & Out Productions
- Indeed: Unreasonable Studios
- Optimum Nutrition (U.S. UK, + AUS) : Unreasonable Studios
- Harry & David Holiday: Edelman
- Realtor.com: Edelman
- Dead Winter Short Film: Dir, Waleed Debour
- Perfume Short Film: Dir, Gabriel Guzman
- Glamour Magazine Lung Cancer Spot: Conde Nast
- Tazo Tree Corp: Edelman
- A Frantic Love Series: Framing The Shot Productions
- EBAY (Print) : Edelman
- Greenwood Rising (Art activation): Centennial Commission
- SAATVA Mattress: WithinCo + Woven Theory
- Level-Up: Brand Cinema
- Healthgrades: Edelman
- Versus Feature Film (pre-production) : Zone I-11
- The Legend Of Princess Ronkonkoma Feature Film (pre-production): Maria Capprielli
- House of Fame Series (pre-pro) : Zone I-11

# Professional Career

## Visionary Woman Productions

CEO-FOUNDER

JANUARY 2011- PRESENT

Casting Director | Director | Production Designer | Content Producer | UGC Director and Producer

I work in multiple realms of the film and advertising industry with the same vision to create a cohesive masterpiece for each client; from casting, production design, directing, and producing for over 15 years.

### Lead projects goes as follows:

- Overcast Feature Film: Fuzzy Monster Films
- Pink Luster Summer : Fluid Content
- Pink Luster Fall : Fluid Content
- Revlon, Cream of Nature : Fluid Content
- Chicago State University Campaign : Fluid Content
- Future Kings Short Film: Practical Films
- Grandma Mimi Short Film: Nine29 Productions
- Cocoa and Hazelnut Scripted Series: Vivian Sinya Productions
- Imago Feature Film: Invictus Productions
- The Business of Misery Short Film: Dir, Gabriel Guzman
- Perfume Short Film: Dir, Gabriel Guzman
- Candyland: Dir, Gabriel Guzman
- The Climb Feature Film: Green Glass Productions
- What's Going On Music Video: Chasing Dreams Productions
- 16 Suitcases Chicago: Fluid Content
- Conrad Scripted Series: Conrad Series LLC
- Warrior Music Video: Visionary Woman Productions
- Acuball 2017: Fluid Content
- STEER Media: First Inspires Robotics Commercial
- STEER Media: First Inspires Tech Challenge Commercial
- STEER Media: First Inspires Lego League Commercial

# Professional Career

## GENUINE: The Real People Company

SENIOR CASTING DIRECTOR

MAY 2021-PRESENT (FREELANCE)

Senior Casting Director for real people for commercials and promos.

I work with clients and executive producers of top brands to cast real people for their commercial advertisements and promotions. Conducting rate negotiations, talent research, creating and posting casting breakdowns, sourcing talent for self-tapes, organizing callbacks and interviews, and booking talent for finalized shoots. Overall creating a seamless process for the client, talent, and casting team.

### Lead casting projects goes as follows:

- **Dove Deodorant Campaign**
- **National Association of Realtors**
- **Microsoft**

## Showtime - Bonanza Productions

EXTRAS CASTING ASSISTANT/

EXTRAS CASTING DIRECTOR

SEPTEMBER 2016- AUGUST 2017

- **Shameless Season 7, contracted through Atmosphere Casting Chicago**

## F.A.M.E. Foundation For the Arts

Talent Coordinator and Scout

May 2011- May 2012

- **Talent coordinator, scout, and show runner for F.A.M.E Foundation for the Arts led by Lily Liu of LTA Chicago.**
- **Booking Celebrity judges.**
- **Conducting as active show runner for each event.**
- **Show choreographer and director for selected talent.**

# Professional Career

## Visionary Woman Productions

CEO-FOUNDER

JANUARY 2011- PRESENT

### Lead projects continued:

- **Boys Don't Cry - Feature Film 2022**
- **HelloFresh -D'Marie Group**
- **Group Hugs Ad Agency : Recurring Client**
- **Vidsy: Recurring Client**
- **Origins Skincare**
- **Scopley/Marvel**
- **Robinhood App**
- **MenoLabs**
- **Express: Recurring influencer 2019-2021**
- **Brigit Financial App: Recurring Client**
- **Silk and Sonder Wellness Planner: Recurring Client**

## TUBESCIENE

DIRECTOR FOR User Generation Commercials

SEPTEMBER 2021-NOVEMBER 2021 (CONTRACT)

REMOTE UGC COMMERCIAL DIRECTOR

I worked with clients daily to ensure their vision was being met across all social media platforms in regards to UGC advertisement. From casting needs, creative briefs, scriptwriting, and shoot execution, I led the entire creative process along with my producer to uphold the visions of the client.

### Clients:

- **IPSY**
- **NOOM WEIGHT**
- **NOOM MOOD**
- **NOOM WELLNESS**
- **GROVE**
- **PROSE**
- **MADISON REED**