



Ashley-Lauren Elrod

ASHLEY-LAUREN ELROD

Multi-Media Producer + Content Creator

Good tidings!

I'm Ashley-Lauren and I am an Executive Multi-media Producer, Content Creator, and dynamic storyteller specializing in multi-media content for UGC, digital, film, tv, commercial, and editorial. From full project management, casting, directing, scriptwriting, and production design, for over the course of 15 years, I possess a one-stop shop for all of your content and production needs.

Expert knowledge in full project management for B2B and B2C media and marketing campaigns, non-union and SAG/AFTRA workloads for commercial, feature films, short films, new media, editorial, tv, and VO with international access to celebrity and up and coming talent, managers, talent agents, micro and mega influencers.

CONTACT

✉ visionarywomanproductions@gmail.com

☎ 312-404-5928

📍 New York City

EXPERTISE

- Data and creative driven content production for B2B and B2C.
- Casting talent for film, tv, editorial, commercial, promo, and VO.
- Directing for commercial, film, promo, and editorial.
- Copywriting + Scriptwriting
- Visual story-telling
- Social Media Marketing
- Photography
- Pre-production + post-production management.
- Pitch Decks.
- Branding + creative direction.
- Budgeting
- Crew and vendor recruitment
- Adobe Suite Tools
- Editing for social promo and media.
- Technology guru, up to date with all of the latest platforms: ie: Slack, Monday, Open Reel, Google Suite, Tick-Tok, Insta, Facebook, Youtube, etc.

WORK EXPERIENCE

CONTENT PRODUCER 2022 -PRESENT ENGINE SHOP AD AGENCY (Freelance)

- Content Producer and Project lead for the DELTA AIRLINES, Spirit of Delta Content Series Campaign.
- Content Producer for the PGA Tour x Galleri Classic Content Series Campaign.
- Leading , collaborating, and supervising all aspects of creative for pitch decks, voiceover scripts, graphics, location scouting, art direction, and the entirety of filming, editing, pre and post-production tasks.
- Facilitating vendor and talent sourcing, casting, on-boarding, booking, and payout.
- Creating, tracking, and submitting project budgets.
- Drafting, editing, and approving talent and vendor agreements.
- Talent, client, and company liaison.
- Managing and creating production schedules, asset trackers, and asset docs for pre + post production.
- Retrieving and providing all necessary assets to and from production and client to ensure a timely turnaround for all required content pieces.
- Assisting in directing interviews with talent.

FOUNDER + EXECUTIVE PRODUCER 2011 - PRESENT VISIONARY WOMAN PRODUCTIONS

- I manage multiple realms of the film, tv, commercial, and UGC content, and advertising industry with the same vision to create a cohesive masterpiece for each client; from casting, production design, directing, and producing for over 13 years.
- Leading , collaborating, and supervising all aspects of creative for pitch decks, voiceover scripts, graphics, location scouting, art direction, and the entirety of filming, editing, pre and post-production tasks.
- Facilitating vendor and talent sourcing, casting, on-boarding, booking, and payout.
- Creating, tracking, and submitting project budgets.
- Drafting, editing, and approving talent and vendor agreements.
- Talent, client, and company liaison.
- Managing and creating production schedules, asset trackers, and asset docs for pre + post production.
- Retrieving and providing all necessary assets to and from production and client to ensure a timely turnaround for all required content pieces.



Ashley-Lauren Elrod

SOCIALS

visionarywomanproductions.com

ashleylaurenonline.com/ugc

[@ashleylaurenofficial](https://www.instagram.com/ashleylaurenofficial)

[@visionarywomanproductions](https://www.instagram.com/visionarywomanproductions)

EXPERTISE

- Successfully organizing and leading a team throughout pre-production and post-production.
- Master encourager and team cheerleader.
- Public speaking.
- Pitch presentations.
- Creating and shifting timelines in real time when necessary changes occur.
- COVID Compliance.
- Songwriting for jingles and full songs.
- Voiceover and vocals.
- Choreography

WORK EXPERIENCE

CONTENT PRODUCER (FREELANCE)

VIDSY CREATIVE AGENCY

2022 -PRESENT

- Sourcing, auditioning, and booking influencers, creators, real people, and/or professional actors for social and web content for major brands.
- Videography and photography for all content projects.
- Editing for all content assets.
- Scriptwriting and voiceover editing.
- Creating data driven briefs and content per client scopes.
- Locations, and talent liaison for all shoots.
- Create, maintain, and hit all schedules from pre-production to final asset delivery.
- Acting in originally produced content.
- Directing talent on all content productions.
- Producing content assets for brands such as Tinder, Robinhood App, Upside App, Origins Skincare, Marvel, Sopley, L'Oreal, Oomiy, Dr. Squatch, and more.

CONTENT CREATOR (FREELANCE)

BLISS SKINCARE AND BEAUTY

2021-PRESENT

- Producing all required content for each selected product per month to share on all social channels.
- Producing content assets for up to 5 products per month.
- Creating original content abiding by all creative guidelines.
- Filming, directing, acting, and editing all required content assets for final delivery.
- Creating and delivering all VO and scripts for selected content.

DIRECTOR (CONTRACT)

TUBESCIENCE (AD AGENCY)

2021

- Directing talent for commercial and UGC advertisements.
- Working with casting team to source, audition, and book talent.
- Creating creative pitch decks, scripts, talent agreements, and shooting schedule per project.
- Collaborating with clients and internal team of producers and editors to ensure successful completion of all assets.
- Facilitating of product shipment to talent, if needed for digital at-home shoots.
- Managing accounts and creating data driven ads for Madison Reed, IPSY, Grove, Prose, and Noom.

CASTING DIRECTOR

LIZ LEWIS CASTING PARTNERS

2020 -2021

- Sourcing, auditioning, and booking real people, celebrities, influencers, and professional actors for commercial, film, tv, and editorial campaigns for major brands.
- Creating, submitting, and auditing casting breakdowns utilizing casting platforms and various social media outlets.
- Researching and connecting with relative resources to reach the highest number of potential candidates.
- Conducting, editing, and submitting talent interviews and self-tapes to clients for review.
- Creating a seamless casting process for talent and clients.
- Facilitating auditions, self-tapes, and callbacks for talent, client, and production.
- Facilitating all booking information for talent, clients, and production.

WORK EXPERIENCE



Ashley-Lauren Elrod

SOCIALS

visionarywomanproductions.com

ashleylaurenonline.com/ugc

[@ashleylaurenofficial](https://www.instagram.com/ashleylaurenofficial)

[@visionarywomanproductions](https://www.instagram.com/visionarywomanproductions)

EXPERTISE

- Successfully organizing and leading a team throughout pre-production and post-production.
- Master encourager and team cheerleader.
- Public speaking.
- Pitch presentations.
- Creating and shifting timelines in real time when necessary changes occur.
- COVID Compliance.
- Songwriting for jingles and full songs.
- Voiceover and vocals.
- Choreography

SENIOR CASTING DIRECTOR (FREELANCE)

GENUINE: THE REAL PEOPLE COMPANY 2022 -PRESENT

- Sourcing, auditioning, and booking real people and professional actors for commercial and editorial campaigns for major brands.
- Creating, submitting, and auditing casting breakdowns utilizing casting platforms and various social media outlets.
- Researching and connecting with relative resources to reach the highest number of potential candidates.
- Conducting, editing, and submitting talent interviews and self-tapes to clients for review.
- Creating a seamless casting process for talent and clients.
- Facilitating all booking information for talent, clients, and production.

EXTRAS CASTING DIRECTOR (CONTRACT)

SHOWTIME/BONANZA/WARNER

2016-2017

- Extras Casting Director for extras, features, and day players for Showtime's Shameless.
- Sourcing talent for each episode.
- Conducting open calls and go-sees for photo doubles and featured talent.
- Booking all extras, stand-in's features, day players and photo doubles.
- Coordinating extras call times and wrap times with on-set liaison.
- Coordinating and sending all call sheets and pertinent information for all shoot dates to selected talent.

TALENT MANAGER AND PHOTOGRAPHER (CONTRACT)

2014-2015

KMT MODELS AND TALENT

- Talent manager for talent ages 6 and up.
- Coordinating open calls for new talent.
- Coordinating guest workshops with top industry professionals.
- Coordinating and providing industry standard headshot consultations and sessions for all signed talent.
- Drafting, reviewing, and getting contracts approved by appointed legal reps.
- Coordinating auditions and bookings from production to talent.

EDUCATION

COLUMBIA COLLEGE CHICAGO, CHICAGO, IL

2007- 2011

Bachelor of Arts in Technical Theater, Minor in Acting

- Honors: cum laude (GPA: 3.8/4.0)

LILY'S TALENT AGENCY

2008-2010

- Junior talent agency intern turned freelance junior talent agent.
- Coordinating open calls to scout new talent for signing.
- Coordinating auditions, callbacks, and bookings for signed talent.
- Coordinating and negotiating with talent for the best possible rates and accommodations for talent.
- Board member for the agency non-profit, Fame Foundation for Artists, in which I was the talent scout, mentor, show coordinator, and celebrity wrangler, helping to hire celebrity hosts for the live event.