

LANA ROSALIND RUSELL | Creative Producer | Director

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--ARTISTIC PRODUCER--

Director, OP Forward, The Orchard Project, June 2021-Current

- Develop and produce future focused brand programming that focuses on the future of the artists' work after the development stages across mediums in theatre, TV/Film and Audio. This includes creating industry partnerships and opportunities, community learning circles, project based development, artist mentorship and extensive networking.
- Build relationships and creative partnerships with entertainment industry leaders across theatre, TV/film and audio in order to form relationships and future opportunities for artists.
- Line produce industry readings, showcase weeks and a wide range of artist-driven events both for artists and business purposes.

Executive Assistant/Assistant Producer to high profile Journalist/Anchor/ TV Creator (name and information upon request) May 2021-Current

- Daily management of high volume, time sensitive calendars, bookings, travel and correspondence across journalism, literary and television and film projects and high profile clients.
- Assistant line produce development of unreleased documentary series, films and four additional scripts in development as well as artistic research and support.

Benefit Producer, The Civilians, March-May 2021

- Line produced The Civilians 2021 benefit which included a live filmed concert with limited audience, virtual recorded performances, and live speakers, performances and auction.
- Managed all administrative tasks and correspondence with performers, board, musicians, venue, board members. and Civilians staff. Oversaw benefit budget, drafted contracts, payments and venue rental.
- Created and implemented Covid 19 safety regulations in collaboration the venue and AEA.
- Creatively curated the concert and cast over twenty actors.

Artistic Director, the [re]group | April 2018-Present

The [re]group is a creative producing and community-driven organization dedicated to reinventing theatrical processes and products to serve our community of artists and future audience members better.

- Fostered artistic engagement for traditionally alienated artists and audiences by developing resources for community based theatrical experiences in high need neighborhoods.
- Directed and produced a site specific immersive production that highlighted cycles of violence within a diverse range of New York City neighborhoods with the goal of reimagining how theater can both entertain and heal a community.
- Developed and currently manages a pandemic writer's group in response to COVID-19 in order to foster community and creativity in response to isolation.

Artistic Producer | New York Stage and Film | May 2019-August 2019

- Collect and pitch casting/artist ideas, hire all season staff and artists, manage casting tracking, deadlines, generate offers, collaborate with casting directors to cast over 100 season actors.
- Built agent agreements and managed negotiations with artist agents, managers, commercial producers and press.
- Coordinated calendar, travel, meetings and all additional correspondence for artistic director.(s)
- Strategically solved countless immediate season casting and production last minute needs through utilization of a personal artist network curated over my career.
- Curated and line produced over 20 readings, workshops, musicals and main stage productions in summer season and managed complete artist experience pre, during and post Powerhouse season.
- Managed artistic department production budgets and ran production meetings. Strengthened communication system between six departments and twenty simultaneous projects.
- Provided extensive dramaturgical support to writers as well as teaching and mentorship of a fifty person intern program.

Manager of Marketing and Community Engagement | All For One Theater | August 2018-June 2019

- Pioneered first ever audience driven community programming events in the form of: curated evenings for different community groups, post show town hall style talkbacks, panel discussions with artists, student matinees as well as study guides, media and supportive expansive material.
- Manage and create daily social media content, newsletters, virtual events and google/facebook/instagram ads and website updates.
- Produce and curate unique special events including holiday fundraising galas, artist appreciation events and opening nights.

The Other Side Intercultural Theater | Teaching Artist, Community Event Producer | 2016-2019

- Developed customized curriculum tailored around social and cultural issues derived from deep dialogues with students of varying social, economic, and cultural backgrounds.
- Taught lessons on topics of feminism, racism, intersectionality, and activism as well as writing, acting, directing devised work.
- Sought out and developed relationships with theater companies for guest artists and in field experiences.
- Curate and produce a summative end of year event which combines student crafted mural paired with theatrical performance inspired by social justice issues followed by a conversation with community members

Producing and Education Associate | Cape Cod Theater Project | June-August 2017

- Line produce and stage manage all season staged readings from casting, to week-long residencies, rehearsals, weekend performances to board hosted social events.
- Run, develop, teach and direct for intern program including daily management of interns, classes and development of end of season devised production.
- Work with artistic and associate artistic director on all daily needs for artist experience ranging from company management to dramaturgical support.

Literary/Artistic Associate | Primary Stages | August 2011-August 2014

- Developed and implemented improved system and tracking of all script submissions, and managed script readers, reports and playwright correspondence.
- Co-facilitated the Dorothy Strelsin New American Writers Group which included, producing Fresh Ink New Play Series, providing dramaturgical support to artists and creating the first annual Bennington College writer's retreat.
- Co-produced gala and opening night events while managing schedules, travel, personal needs and correspondence of Artistic and Associate artistic director.

--ASSOCIATE DIRECTOR--

Associate Director Fifth Avenue Theatre Company | California Shakespeare Theatre | Bedlam Theatre Company | Dec. 2019 - Mar. 2019 Jun. 2018 - Oct. 2019 Jan. 2018 - Mar. 2018

Most recent, pre-Broadway production of BLISS, the musical. Additional credits upon request.

- Led a team of 60+ people, including producers, design, music, choreography, playwright and acting teams to develop a commercial pre-Broadway production. Throughout production I focused on inspiring a sense of community to creatively solve problems as a group and drive our show to opening.
- Creatively problem solved cross-team issues as they arose ranging from personal to professional to logistical while redefining company standards to promote and amplify bold creativity and positive morale.
- Fostered clear and consistent communication between creative and technical teams to manage and ensure follow-through of creative ideas into technical output.

--FREELANCE DIRECTOR--

- Over a decade of freelance directing credits for readings, workshops and productions both off-Broadway and regionally. *Credits upon request.*

--EVENT PRODUCTION AND HOSPITALITY--

Co-Founder, Event Producer | ToGather Today | August 2020-Present

- Source, curate, plan and produce personalized virtual events based on diverse client needs in order to deliver safe and meaningful life events in response to the COVID-19 pandemic.
- Create and manage marketing aspects including: weekly social media posts, bi-weekly blog and newsletter, intermittent ads and monthly Instagram Lives.

Creative Producer, Educational Wine Events | Brooklyn Winery | 2017-Present

- Craft the creative event concepts, line produce and lead a wide range of corporate and personal groups through high level personalized wine education experiences virtually and in person in a celebratory and comfortable style.

--TEACHING--

- Guest Professor, Director | Gettysburg College | 2018-2020
- Teaching Artist | California Shakespeare Theater | 2019-2020
- Teaching Artist | Marin Theater Company | 2019
- Teaching Artist | The Other Side | 2016-2019

--EDUCATION--

- MFA | Directing and Production | The New School for Drama | 2017
- BA | Theater, Honors in Directing | UC Irvine | 2009
- Summer Certification | Classical Theatre | BADA at Oxford University | 2008