

# ALICIA I. FELTON

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**SUMMARY:** A creative media and entertainment professional with over 6+ years of experience in casting authentic talent and brand connections in commercials, scripted/unscripted television, and film.

## SKILLS

**Digital & Communication:** Creative Copy, WordPress, SEO, Content Strategy, Digital Ad Campaigns, Editing

**Tools:** Microsoft Office, Google Workspace, Adobe Acrobat, iMovie, QuickTime, Asana, Zoom, Social Media

**Casting:** Breakdown Services, Eco-Cast, Casting Networks, Cast It, Interviewing Talent, Scouting

## WORK EXPERIENCE

### All of Us Casting-Walmart-Memphis, TN

Memphis, TN

*Casting Associate*

*Jun 2020 - Jul 2020*

- Coordinated casting processes for a national commercial, contributing to successful talent selection and production timelines.
- Conducted talent scouting and interviews while effectively managing outreach communications.
- Served as the on-site liaison coordinating remote crew support, ensuring streamlined assembly of the production team.
- Maintained organized digital records to support project documentation and execution.

### Playback Motions Pictures-Los Angeles, CA

Los Angeles, CA

*Casting Assistant-Culture of Fear (2017)*

*Sep 2016 - Dec 2016*

- Won Indie Spirit Award & Best Supporting Performance Award at the Orlando Film Festival
- Managed talent recruitment and maintained up-to-date availability lists using industry-standard platforms.
- Sustained clear communications between talent, agents, and production leaders, ensuring seamless project coordination.
- Supported administrative tasks, including meeting scheduling and record keeping for production updates.

### Felton Communications-Remote

Remote

*Strategic Communications Consultant*

*Feb 2019 - Present*

- Advised telecommunication clients on enhancing project planning and marketing strategies, resulting in increased operational visibility.
- Boosted new customer acquisition by 65% through strategic target list development and coordinated outreach efforts.
- Developed communication strategies that improved employee productivity and streamlined project coordination.
- Managed project documentation and meeting notes, ensuring accurate records for ongoing initiatives.

### Monsters and Critics-Los Angeles, CA

Los Angeles, CA

*Reality TV News Writer*

*Sep 2020 - Jan 2021*

- Produced engaging digital content for unscripted television, meeting tight publication deadlines.
- Optimized content using WordPress and SEO strategies, contributing to a global readership.
- Drove website engagement with an average of 5-6 million monthly views.

### Elect Al Felton-City Council Campaign-West Memphis, AR

West Memphis, AR

*Public Relations/Social Media Manager*

*Sep 2020 - Nov 2024*

- Launched and managed social media platforms, achieving a 150% growth in follower engagement.
- Enhanced campaign visuals through effective branding and creative production, supporting strategic outreach.

- Implemented targeted ad purchases on Meta, increasing client visibility and voter engagement.
- Coordinated administrative support tasks, including scheduling and document management for campaign projects.

## PRODUCTION EXPERIENCE

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<b>BET-Live/Event Special</b> <i>Press Escort-NAACP Image Awards</i>	Los Angeles, CA <i>Mar 2024 - Mar 2024</i>
<b>NBC-Live/Event Special-Allen Media Group</b> <i>Talent Escort-Byron Allen Presents The Comedy &amp; Music Superfest</i>	Los Angeles, CA <i>Feb 2023 - Feb 2023</i>
<b>Netflix-Live/Event Special-Irony Point</b> <i>Health &amp; Safety Monitor-Amy Schumer Stand Up Special</i>	Los Angeles, CA <i>Dec 2022 - Dec 2022</i>
<b>ABC-TV-The Hot Clinic</b> <i>COVID-19 Compliance Officer-Avalon (Pilot)</i>	Los Angeles, CA <i>Aug 2022 - Sep 2022</i>
<b>NAACP Image Awards Events</b> <i>Production Assistant</i>	Los Angeles, CA <i>Feb 2020 - Feb 2020</i>
<b>A-N-D-R-E-A SAG FEATURE FILM</b> <i>Production Assistant</i>	Los Angeles, CA <i>Aug 2019 - Aug 2019</i>

## EDUCATION

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<b>DePaul University</b>   Chicago, IL Bachelor of Arts, Communication And Media	<i>Jun 2009</i>
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## CERTIFICATIONS

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<b>CSA-Casting Cares Society</b> Casting Assistant Training and Education Program Part I: Industry Insider I, Industry Insider II, Office Skills and Etiquette Part II: The Casting Process: Prep, Auditions & Tests, Guest Cast Deals & Paperwork	<i>Aug 2023</i>
<b>Cornell University</b> Certificate in Women's Entrepreneurship	<i>Aug 2022</i>
<b>Upright Citizens Brigade-Comedy Theatre</b> Long Form Improv Graduate Levels 1-4	<i>Oct 2019</i>