

Tanya Bershadsky
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- More than 18 years of experience in film, TV, and digital video development and production, casting, talent relations and brand integration
- Emmy Nominated Producer, multi award-winning writer
- Strategic connector with powerful communication and relationship skills
- Excel in roles that require creative and innovative solutions
- Relationships with popular talent, managers/agents, and production companies
- Able to take a project from an idea to overseeing post-production
- Build teams for production, creative, and business needs

Headquarters, LLC **2011-Present**

As a consultant through my company Headquarters, I develop, write, cast, and produce digital and traditional media content, facilitate brand integrations with influencers, and consult on digital strategy

Recent project:

- Writer, **Film Theory**: Spinoff of the popular YouTube channel **The Game Theorist**, launching 2015
- Producer, DreamworksTV **\$100 Pet Challenge**, launching February 2015
- Director of Programming for **Social Media Week LA** 2014
- Executive Producer at Defy Media (formerly Alloy), Developed, cast and produced **Totally Clevver**, and **Sew Clevver** (links attached)
- Casting Producer for Dreamworks show, **YouTube Nation**
- Casting Producer for **Dance Showdown 3** for Madonna's Youtube network, **DanceOn**
- Documentary film **BornOn**, focusing on people born on the same day, exploring the science, mythology, and physics associated with the phenomenon
- Interactive social website for **BornOn** and a phone app with the same name launching later this year
- **The Kingdom**: a short form sitcom set behind the scene's of Larry King's new talk show (link attached)
- Wrote, produced, and cast Dogs vs. Robots Doritos ad (link attached)
- Serve as a mediator between talent, brands, and major new media outlets
- Facilitating strategic collaborations and incorporating best practices to grow individual YouTube channels
- Connecting talent with video outlets such as Break.com, Big Frame, Blip.tv, Yahoo Video, etc.

OraTV: 2012-2013 **Director of Creative Development and Strategy/ Producer at Larry King Now (LKN)**

- Only launch team member with digital video and online experience
- Developed and sourced new show concepts and talent for OraTV
- Created, wrote, and produced "King's Things", additional segments of LKN on Hulu exposing Larry to new and fun situations. (See attached for examples)
- Set up offices, oversaw YouTube channel and booked talent for both LKN and Ora2012 (live election coverage)
- Created excitement on Reddit with a very successful AMA (Ask Me Anything) prompting participants to create memes and websites based on the success
- Samples of promotions and collaborations for Larry King with internet celebrities and traditional ones attached

2008-2012 **Marketing, Management, Content Development and Creation**

Developed enduring relationships with top web personalities, managers, and executives at new media companies
Eg: Toby Turner, DJ Flula, and Sean Malone and Big Frame, Blip.tv, Break.com, Mydamnchannel.com

Tadcast, Inc. **Creative Director**

- Identified, developed and managed relationships with talent and brands, managing sponsorship deals

- Wrote and packaged branded content and integration pitches
- In-depth know of new media market, relationships with the most popular online video producers

Tobuscus, Inc. Business Manager, Writer, Content Developer

- Built Tobuscus as a “brand” and channel from obscurity to 1 million subscribers
- Managed campaigns and consulted on all business and creative matters
- “Roman and Regina” *Russian Recommendations* Web Series, Creator/Actor/Writer
- 1 million views, maintained a blog using the character’s voice, mobile distribution license in place

Buzzine Inc. Contributing Writer, Host, and Social Media Manager

LA Weekly Contributing Writer

Sketchy Comedy, LLC Creator/Producer

Created /produced episodic video series blend of sketch, improv, and man on the street.

PREVIOUS EXPERIENCE 1995-2008

Goldstar.com Relationship Manager (San Francisco, San Diego, San Jose)

- Created new revenue stream by seeking out and partnering with venues, producers and talent
- Managed relationships with entertainment venues, producers, talent

Rock n’ Roe Event Producer/Talent Booker

- Produced annual music event for Women’s Reproductive Rights Assistance Project
- Booked /managed talent: Tenacious D, PJ Harvey, Margaret Cho, Louis CK, Laura Kightlinger

Nickelodeon Online Web Producer

On Ramp/Think New Ideas, Inc. Producer/Content Development

Space.com, Medium4.com Project Manager/Content Development

Town24.com, iVillage Project Manager/Content Development

The Learning Annex Talent Booker/Program Coordinator

RECOGNITION

- Commissioned by Crackle.com to write and produce branded short film
- Winner of the Sony sponsored “Moving Targets” contest
- Finalist in the 2008 Toronto Film Festival “Pitch This” Competition

AWARDS

- Worldwide Comedy Festival, Golden Star Shorts Fest, LA Comedy Shorts Film Festival, Tri-Media Fest, Director’s Cut Fest, Broad Humor Fest

PRODUCTION EXPERIENCE 2000-2009

- Freelance producer, writer, casting director, talent coordinator, guest booker for talk shows, plays, films and more. Special mention; was coordinator on The Daily Show 2002 segment Project Red Light, RoadHouse the Stage Play ran for 10 months Off-Broadway

ADDITIONAL SKILLS

- Windows and Mac, MS Office, Photoshop, Final Cut Pro, Premier, various video compression tools
- Fluent in Russian

EDUCATION

- Improv Trick – Improv for Public Speaking 2009, IO West – 4 level writing program graduate, 2007
- Brooklyn College – B.S. in Psychology, 1996

REFERENCES: AVAILABLE UPON REQUEST

Recent Work Samples

Executive Produced and cast for Defy Media's ClevverTV

- [Totally Clevver](#)
- [Sew Clevver](#)

Casting Producer:

- [Dance Showdown](#)
- [Youtube Nation](#)

Commercial for Doritos

- [Dogs vs Robots](#)

Samples of *King's Things*:

- [Funny or Die with Larry](#)
- [Comicon with Zac Levi](#)
- [Charades with Oliver Stone](#)
- [Selling lemonade with Betty White](#)

Examples of promotions and collaborations:

- Mini Larry, with [MysteryGuitarman](#) (which was used for the show opening all year)
- With [DeStorm](#)
- Episode with [Lindsey Stirling, and David Choi, Dave Days,](#)
- [Dave Days 5 year Anniversary](#)
- Live audience taping with [Nick Cannon for Social Media Week](#)
- Election night coverage with [Tyler Oakley and Marriane Williamson](#)

Created concept and shot pilot for the sitcom **The Kingdom**:

<https://vimeo.com/60864520>

Password: Larry123