

SARI APPLEFELD

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ABOUT

Creative and resourceful college graduate of The Ohio State University seeking entry-level position in entertainment. I gained a well-rounded introduction to the industry, including development, live-action & animated production, literary management, talent representation, and marketing.

EDUCATION

B.A. Moving-Image Production

minors in Screenwriting & Film Studies

The Ohio State University College of Arts & Sciences, Cum Laude | 2022

EXTRA CURRICULARS

United Talent Agency

September Extern | 2021

Ohio State Animation Club

President | 2021-2022

Vice President | 2020-2021

Ohio State Department of Theater, Film, & Media Studies

Film Student Ambassador | 2021-2022

ACM SIGGRAPH Los Angeles

Student Volunteer | 2019

Alpha Epsilon Phi Sorority

Rho Chapter Member | 2018-2022

Recruitment Video Chair | 2019

AWARDS

Dana Greenblatt Feminist Media Award

Adwall (Applefeld, 2022. Animation. 7 mins.)

Ohio State Department of Women's, Gender, & Sexuality Studies | 2022

Deans List

The Ohio State University | All semesters 2018-2022

Academic Enrichment Grant

Adwall (Applefeld, 2022. Animation. 7 mins.)

Ohio State Undergraduate Student Government | 2021

Arts Undergraduate Research Grant

Adwall (Applefeld, 2022. Animation. 7 mins.)

Ohio State College of Arts & Sciences | 2021

Audience Choice Award

TXT (Applefeld, 2020. Animation. 1 min.)

Mad Royal Film Festival at Ohio State | 2020

Festivals

MIP Senior Showcase (2022), SEFF Binghamton (2021), DigIEYE OSU (2020), OSU Mad Royal Film Fest (2020).

WORK EXPERIENCE

Freelance: Creative

Seattle, WA | 2020- present

- Organically built @beeandpuppycat Tik Tok from scratch to **6M video views, 113.6K followers, 1.5M likes** in 38 day campaign surrounding Netflix series Bee and Puppycat release. Account Manager and content creator.
- Additional Tik Tok clients: Cloudco Entertainment, Old World Christmas.
- Editing and misc. clients: The Net Zero Podcast, Glitch Gum, and The Esteems.

Freelance Development Assistant

FredFilms | Los Angeles, CA | Sept. 2020 - May 2022

- Assisted the VP of Development and Development Manager.
- Read pitch submissions, wrote coverage, assessed internal development projects, offered notes on internal pitches, note taking.

Freelance Content Creator & Marketing Assistant

Cloudco Entertainment | Cleveland, OH | August 2019 - January 2022

- Grew @carebearsofficial Tik Tok from 150 followers to 100K. Planned and produced content, developed marketing strategy, tracked analytics, and engaged with followers.
- Production Assistant & Editor on "The Care-a-Lot Club" YouTube series (Care Bears.)

Development Intern

Intrigue Entertainment | Santa Monica, CA | Summer 2021

- Read screenplays, novels, and traditional media to write daily coverage. Offer feedback to literary talent.
- Assist creation and launch of the Globi OTT streaming platform & distribution projects. Created library of meta data for films and series on the site.
- Worked closely with executives on several active projects.

Animation Production Intern

EssenceCartoon | Columbus, OH | Spring 2020

- Studied 2D animation production pipeline through first hand experience.
- Worked on client projects and "assignments," personally writing original scripts, casting voice actors, drawing storyboards, editing animatics, animating (rough & cleanup), and basic compositing.

Script Coverage Intern

Epicenter, LLC. | Los Angeles, CA | Fall 2019

- Read feature length and pilot scripts from prospective talent at the literary management agency.
- Assessed writers strengths, identified stand-out material, and wrote coverage.

Digital Media Production Intern

Cloudco Entertainment | Cleveland, OH | Summer 2019

- Reported directly to VP Marketing and Creative Director.
- Wrote, produced and edited 5 trailers for the CBeebie's series Tinpo.
- Directed and edited 3 episode "Behind-the-Scenes" documentary series for the Emmy Nominated Hulu Original *Holly Hobbie* YouTube channel.
- Planned and scheduled several content calendars for Care Bears, wrote copy, and engaged with followers across social media platforms.

Technical

- Video Editing & Production
- Screenwriting
- Social Media & Marketing
- Content Creation
- 2D Animation
- Motion Graphics

Software

- Adobe Creative Suite (Premiere Pro, InDesign, After Effects, Photoshop, Illustrator, Media Encoder)
- Microsoft Office (Word, PowerPoint, Excel, Outlook, Teams)
- Windows 11 & MacOS
- Final Draft, Celtx, Faden

Professional

- Rolling-calls
- Note taking
- Scheduling
- Script Coverage

Personal

- Creative
- Problem Solver
- Passionate