

# SARI APPLEFELD

## PRODUCTION AGENT ASSISTANT & FREELANCER

### CONTACT



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Los Angeles, CA

### EDUCATION

**B.A. Moving-Image Production**  
minors in screenwriting & film studies

**The Ohio State University**

College of Arts & Sciences, Cum Laude

### EXTRA CURRICULARS

#### United Talent Agency

September Extern, 2021

#### Ohio State Animation Club

President 2021-2022, Vice President 2020-2021

#### Alpha Epsilon Phi Sorority

Rho Chapter

#### ACM SIGGRAPH Los Angeles

Student Volunteer, 2019

### SCREENINGS & AWARDS

#### Adwall (Animated Short, 2022)

- Silverlake Shorts, May 2023
- The Ohio State University
  - 2022 Dana Greenblatt Feminist Media Award
    - Dept. of Women's, Gender, & Media Studies
  - 2021 Academic Enrichment Grant
  - 2021 Arts Undergraduate Research Grant

#### TXT (Animated Short, 2020)

- 2023 Malt Adult x Animation Block Party Valentines Show
- 2020 Mad Royal Film Festival Audience Choice Award
  - The Ohio State University

#### Dean's List

- The Ohio State University, all semesters

### SOFTWARE & SKILLS

Adobe Creative Suite, Microsoft Office, Final Draft, Celtx, InEntertainment, Toonboom Harmony, Windows & MAC OS.

Rolling calls, managing calendars, scheduling, note taking, video editing, motion graphics, 2D animation, social media, marketing, screenwriting, script coverage, and more.

### PROFILE

Organized and resourceful self-starter with a passion for visual storytelling. Eager to learn more about developing and producing adult animation while pushing myself creatively.

### WORK EXPERIENCE

#### Production Agent Assistant

Innovative Artists Talent & Literary Agency

January 2023 - present

- Assistant to Lauren Zak in the Below the Line Department.
  - Features & VFX Agent representing all BTL clients.
- Manage calendars, set meetings, track projects, write deal memos and invoices, roll calls, and update data bases and websites for both agents and clients.
- Also assist commercial production agents Jennifer Kuwabara and Lisa Holguin.

#### Freelance Video Editor and Social Media Manager

Self-Employed

2020 - present

- Clients include FredFilms, Cloudco Entertainment, Old World Christmas, Pinch Med Spa, The Net Zero Podcast, The Esteems (band), Glitch Gum (hyper-pop artist), and more.
  - Managed Tik Tok accounts for @carebears, @beeandpuppcat, @oldworldchristmas, and @wowwowwubbzy.

#### Development Assistant

FredFilms

2020 - 2022

- Read pitches, wrote coverage, and assisted internal development projects.
- Ran sole promotions for Netflix's Bee and Puppcat via Tik Tok @beeandpuppcat.
  - Account manager and content creator. 60 post social media campaign of original content garnered 8M views, 125.6k followers, and 1.6M likes from scratch in 38 days.
- Managed @wowwowwubbzy Tik Tok. First viral post gained 2.6M views overnight.

#### Digital Media Producer

Cloudco Entertainment

2019 - 2022

- Reported directly to Creative Director and VP Marketing.
- After producing popular trailers for the Cbeebies "Tinpo" and a behind-the-scenes YouTube Series for Hulu's "Holly Hobbie" as an intern in 2019, continued working as a digital media producer writing and editing short form content (YouTube and Tik Tok).
- Content creator and account manager of @carebearsofficial on Tik Tok, organically grew channel to 100k followers with original content and fan engagement.
- PA on several live action projects, including the Care Bears "Care Out Loud" music video.

#### Development Intern

Intrigue Entertainment

Summer 2021

- Worked closely with executives on several active projects.
- Wrote coverage on screenplays, novels, and films - offer feedback to literary clients.
- Assisted creation and launch of the Globi OTT platform and distribution projects.
  - Created library of meta data for films and series on the platform.

#### Animation Production Mentee

EssenceCartoon

Spring 2020

- Studied 2D animation pipeline through first hand experience with guidance from CEO.
  - Created original script, storyboards, animatic, and rough animations.

#### Script Coverage Intern

Epicenter LLC

Fall 2019

- Read feature length and pilot scripts from prospective and current clients at the literary management company - wrote coverage analysis and offered feedback.