

CORRINA GRADE

CRADemadeEntertainment.com crademade.ent@gmail.com ph. 608.217.5618

Experience

Founder, Producer & Writer – CRADemade Entertainment (2011 - PRESENT)

Founded company to empower and enhance the presence of women on set in the Midwest. Wrote and produced various shorts, spec commercials, local PSAs, music videos, and currently expanding outside of media and narratives to creative arts in other forms. Developed a mindfulness program that focuses on music and visuals, called MogaMind. Highlights:

- Bootstrapped \$150,000 production value independent film on a \$15,000 budget (Oranges).
- Coined and implemented "Fair Trade Production" to amplify low budget impact by adding value to local economy at filming locations and increasing production capabilities. Techniques modeled after fair trade commodities (coffee and chocolate) applied to filmmaking to produce mutually beneficial contributions with vendors, catering, hotels, supplies, local companies, artists, etc. Examples include:
 - \$10,000 worth of hotel accommodation donated in exchange for local marketing and product placement
 - 75% price reduction on catering and free coffee for cross-promotion in magazine and news mention as well as fundraiser sponsorship
 - 625% return on hard costs for two fundraisers
 - Organized local musicians to sell tickets and perform at fundraisers resulting in zero costs for entertainment
 - Developed magazine promotions in exchange for showcase at fundraisers
 - Produced music video for Oranges the film with award winning NARAS member Malynda Hale in exchange for custom songwriting, production, and licensing of signature song for film
 - Created economic stimulus and jobs on location which brought awareness and promotion for local moviemaking
- Authoring book to help others use Fair Trade Production for filmmaking on low to no budget.
- CRADemade created a 3-month internship program that mentored students from diverse areas of study on film production, marketing, PR, and sales/business development. Included pre- and post-production interviews, one-on-one lessons, group lessons, and personal guidance with producers and crew. Over 50% of interns secured paid employment as direct result.

Freelance Producer - (2008 - PRESENT)

Worked in the Midwest as a producer, co-producer, and associated producer. Used skills such as quick creative thinking, organization, managing, and kindness to make the job run smoother and more efficiently.

- Organization of crew, actors, locations, catering and budgets.
- Cast local talent and worked with online casting during pre-production/production.
- Managed onset duties day to day.
- Heavy communication with director, ADs, interns, and project coordinators.
- Light communication with gaffers, DIYs, associate producers, castings, and sound/post production.

Casting Director – Hulu, IL and WI (2011)

Casting included assisting auditions in Illinois and Wisconsin, hosting open casting calls, online casting, emailing info to actors, communication via email and phone with agents, producers, and directors.

- Handled day to day production breakdown documents, which involved casting up to 40 mainly day-players and extras.
- Attended on set and location shoots to organize actors.
- Developed spreadsheets and organized all actors' information.
- Mentored 4 interns and 1 assistant during the entire show.
- Held meetings and interviews with actors, interns, and assistants. Worked with Mac computers, Word, Excel, and Pages.

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Casting Director Intern – O'Connor Casting, Chicago, IL (2010)

Communication with other agencies, organized actors information, instructed actor's performances, worked alongside other casting directors and clients to ensure best value and project completion.

Teacher – Verona Area High School, Verona, WI (2008-2010)

Taught two 1-year teaching terms. Instructed high school language arts, creative writing, and AP Literature.

- Facilitated primary teacher inclusion and insights during her parental leave as well as close collaboration with other teachers while working in an integrated team setting.
- Created and organized lesson plans, assessed students' work, created projects for students, and organized educational tools while following established procedures.
- Daily skills involved public speaking, educating, and teaching in a fast pace environment with consistent flexibility.

Counselor/Sales & Marketing – LA Weight Loss, Madison, WI (2007-2010)

Counseled clients with emotional, diet, and nutritional needs while maintaining confidentiality and trust. Continuing personal knowledge of current nutritional and diet information. Collaborated with doctors, nurses, and other nutritional counselors via email, fax and telephone. Designed programs and activities to enhance weight loss experience.

Education

English Education (BSE), Theatre, University Of Wisconsin Whitewater, Whitewater, Wisconsin – 2003 – 2008

Skills

Microsoft Word and Mac skills. Able to communicate well with others and work in team settings. Has a high level of creativity. Strong ability and enjoyment public speaking and networking. Very well versed with social media: Facebook, Instagram, Twitter, Skype. Programs For editing: Lightroom and iMovie. Valid drivers licence. Hobbies include photography and cleaning among others.

Honors, Talks, and Awards

Women 2 Watch - BRAVA Magazine, Madison, WI (2014)

Featured as a top remarkable and empowered woman in Creative category (Directors, Musicians & Performing Artists) who "inspire and lead and are poised to achieve even more".

Michelle Reddington, publisher of BRAVA Magazine shares, "They are innovators, spawning businesses and championing advancements. They are creators and enthusiasts—artists, musicians, foodies and athletes. They are public servants, tackling the issues. We admire them all as empowered women who embrace their talents, skills and opportunities to make things happen."

CIMM - Chicago International Movies & Music Festival, Chicago, IL (2014)

Picked as one of the 6 women to speak on a panel led by Eva Saha that looked at how women take control of their creative futures by making successful indie film projects across all platforms.

Featured Start-up and Ideation - Designation, Chicago, IL (2014)

Spoke about MogaMind to design class. Led meditation followed by interactive workshop and ideation.

Brava Magazine Talk - Verona, WI (2014)

Introduced MogaMind meditation for Wellness Wednesday and facilitated group discussion.

CAFM - Chicago Acting and Film Meet up, Chicago, IL (2013)

Picked as one of 5 experts to speak on a panel led by CAFM that explored filmmaking in midwest. Focused talk on inspiring young filmmakers, enhancing film sets with strong roles for women, and producing on low to no budget.

Channel 15 news - The Morning Show, Madison, WI (2012)

Interviewed on morning news about producing in local city. Honored as one of Tim's Travels' episodes and talked about CRADEmade crew and current work on independent film, *Oranges*.