

Christine McKenna-Tirella

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Talent and Event Producer

Top-performing, dynamic, and creative professional with extensive experience in leading casting, sourcing, and booking talent across multiple mediums.

Skilled speaker and confident moderator, outstanding at coaching and developing talent. Exceptional communicator, with a proven track record of managing people, influencing & training staff, and resolving conflicts to improve efficiency. Strong background in all facets of Breakdown services, Castit, and Casting Networks. Passionate about fitness/wellness and LGBTQ+ advocacy.

Areas of Expertise

- Casting Operations
- Talent Coaching and Management
- Written & Verbal Communication
- Content Development
- Cross-Functional Collaboration
- Business Development
- Panels and Events
- Problem Resolution
- Content Strategy

Career Experience

VIVANT INC

Global Talent Development Manager

August 2021 – June 2022

VIVANT is the first interactive wine experience platform streaming live and on-demand from wine regions around the world.

- I worked with production, editorial, education, and wine advisor teams to source, onboard, and coach our on-camera talent to deliver the most engaging, educational, and entertaining interactive wine experiences live and on-demand.

Backstage LLC, Brooklyn, NY

Manager, Casting Business Development

Sept 2019 – August 2021

Scheduled, hosted and produced talent Backstage workshops, panels, and media events, such as *The Slate*, *In The Envelope* podcast, and *The Actor's Toolkit*.

- Performed key responsibilities of internal consultant for the casting department, including product software, site restructuring, and remote auditioning.
- Engaged with existing casting communities and emerging content creators to create partnerships and business development opportunities.

Stewart/Whitley Casting, New York, NY**April 2017 – August 2019**

Casting Director

Served as head of casting for high profile Broadway, national theater, film, and TV. Administered paperwork, such as hire sheets and I-9's while processing invoices and numerous relevant documents on clients' behalf.

- Identified and recruited emerging talent by attending showcases and using an extensive database of influencers/actors/real people across various platforms, including traditional showcases and social media profiles.
- Achieved high satisfaction rate of clients by organizing creative casting brainstorming sessions, pitching, and presenting ideas in innovative ways.

Harriet Bass Casting, New York, NY**Sept 2013 – April 2017**

Senior Casting Associate

Shortlisted premier talent from a variety of casting sources, company databases, and agent pushes. Performed all significant duties of head of administrative tasks of the casting office, including processing paperwork and documentation on behalf of clients.

Additional Experience**Freelance Casting Director**, Telsey and Company, New York, NY (One year Freelance)

- Pilot season 2017-2018 (CBS, FOX, ABC)

Casting Assistant, Paladino Casting, New York, NY (Three years Freelance)

- Reality Casting, Music Videos, Fashion shows, Real people commercials

Floor Manager and Production Coordinator, Joe's Pub at The Public LLC, New York, NY (Eight Years Part-Time)**Education****ALM, Masters, Journalism (ongoing, part-time)**

Harvard Extension School, Boston, MA

Associates, Acting

American Academy of Dramatic Arts, New York, NY

LLB, Bachelors of Law

Queen's University, Belfast, Northern Ireland

Affiliations

Casting Society of America, Member 2017-present

Irish International Business Network, New York Chapter, Member

LEAP Program - Irish Business Women in New York Women's Council Member 2019-present

Ring of Keys, Member of Board of Advisors, 2020 – Present