

Beth Schiff

917 822 5803 Beth@YouChooseCreative.com www.youchoosecreative.com

Food Network – *Chopped Seasons 1-46, 550+ episodes, Notional*

Supervising Casting Director 2008-present

Cast four chef/cooks per episodes, plus one standby, including various stunts, themes, and specials. Book Guest Chef/Expert Judges. Book and coordinate three ALL-STARS tournaments, Celebrity, Teen, and GRILL Tournaments. Supervise and manage up to a 25 person casting team including; Casting Producers, APs, Recruiters and Editors. Manage NY, Northeast, and all out of town casting (casting team travel) and budget.

FYI - *Love at First Bite – Season 1, Panna Cooking*

Casting Director - Researched, interviewed and pitched couples around the country who own/run restaurants for a documentary series.

IBM Creative

Talent Consultant - Helped identify a culinary expert to head an in-house digital media project highlighting blockchain technology for (wt) *Food Tracers* film. Research, identify, and book expert host for a recorded live event.

Food Network – *Chopped Junior Seasons 1-7 84 Episodes, Notional*

Celeb/Expert/Guest Judge Booker - Booked approximately 26 experts and celebrities per season, two different guests per episode. Celeb guests included: Mila Kunis, Hayden Panetierre, Martha Stewart, Sarah Michelle Gellar, Billy Gardel, Tony Hawk, Jerome Bettis, Debby Ryan, Danica Patrick, Chris Colfer, David Alan Grier, James Maslow, and Meghan Markle.

Food Network – Talent Search/ Development

Talent Consultant – Spearheaded and managed two nationwide searches for Food Passionate Men & Women (cooks, journalists, comedians, influencers, etc. for potential Hosts/Co-Hosts for projects in development.

Left/Right – Expert/Co-Host Search, presentation reel for (former) Pivot Network

Casting Consultant - Conducted nationwide search for men and women who were experts in the slow food/sustainability movement to join an award winning food writer/personality as part of a team for a new documentary series.

Wee Beastie – Life Coach Search, sizzle

Casting Consultant - Conducted nationwide search for a new production company to find expert life coaches and motivational speakers to host a presentation sizzle reel.

AOL – Financial Host Search for Money Minute/After Market Series

Casting Consultant - Conducted local NYC search for female financial experts to replace original host for digital series.

AOL – Female Fashion Expert Host Search, Stylist.com

Casting Consultant – Conducted local NYC search for young females to host and guest on special lifestyle web series on AOL.com and Stylist.com.

Shine America – Co-Host Search (CNBC’s Restaurant Start Up)

Talent Consultant - Conducted search for potential investor-types in the food space for new “*Shark Tank*” like project.

Food Network – Host Search (wt) *Door Knock Dinners*

Casting Consultant - conducted nationwide search for comedic male host for a new series.

Food Network - *Beat Bobby Flay (pilot), Rockshrimp*

Casting Director - Two Italian chef contestants and guest judge consultant for the pilot.

Food Network - *The Kitchen*, BSTV

Casting Consultant - Conducted and managed nationwide search for potential Co-Hosts for new talk show format in development. Coordinated and co-directed talent for two on-camera chemistry tests.

CBS - *The American Baking Competition*, LOVE Productions

Casting Director - Judges. Conducted extensive expert search for a pair of recurring expert judges, Coordinated talent for three on-camera chemistry tests. (Booked Marcela Valladolid)

East Pleasant - SABRA Recipe Makeover Webisodes

Casting Director - Three Chef/Hosts for Sabra.com recipe makeover web series.

HSN - Bon Appetit Partnership

Casting Consultant - New chef to host/sell new HSN/BA product line. (Ryan Scott)

History Channel - United STATES of America, Left/Right TV

Casting Director - Bi-Coastal Comedic Host(s) search for new series. (Sklar Brothers)

AOL - Kellogg's Advertorial Webisodes

Casting Director - Host and 10 year-old girl, 20 recipe webisodes.

Bravo- Art World Project, Left/Right TV

Casting Director - Extensive search for an ensemble of professionals in the art world for project in development.

History Channel - Back In My Day (*working title*), Left/Right TV

Casting Director - Cast trio of men in their 60s/70s/80s to anchor a documentary type pilot.

AOL - Shelterpop.com

Casting Director - Cast Interior Designer/Host, Vetted homeowners and homes for "Quick Fix" Ikea makeovers.

Bravo - Rocco's Dinner Party, pilot, Notional

Casting Director - Cast on-camera party planner expert and four chef competitors for the pilot.

Animal Planet - Gross/Icky/Weird/Cute Pilot Project, October Films UK

Casting Consultant - Bi-coastal comedic Co-Host search (men and women) for Animal Planet pilot.

Notional - No Kitchen Required, pilot

Casting Consultant - Chef/Co-Host search for new culinary series on Planet Green. (Madison Cowan, Kayne Raymond)

Spike TV/Metal Flowers Media - New Untitled Spike Late Night Show, Pilot

Casting Director NY/CHI for Co-Host/Male Comedians. Secured venues and PR/publicity for open calls, scouted and interviewed all talent, pitched comedians/improv talent, managed small casting team.

City Lights Media Group, New York**Vice President of Casting & Talent**

Created and managed overall casting system and support mechanisms for the Development, Digital, and TV Production Departments - Oversaw outreach, interviews, negotiations, talent pitches and bookings: Including: hosts, experts, *real people*, actors and models - Supervised and managed multiple projects, freelance casting associates, and interns.

you choose :

Food Network – (see above) *Chopped*, all Seasons Supervising Casting Director

SiTV – *Model Latina2*, Outreach and screened applicants during open calls organized in NYC, LA, Miami, San Diego and San Francisco. Cast 15 diverse Latina women from various parts of the country

HGTV – *Don't Sweat It*, Seasons 2-6, 65 episodes Casting Director/Producer - Outreach, scouted, and booked families/houses/home improvement projects in NY/tri-state area

Travel Channel – *21s and Forbes Luxe List*, Casting Consultant for various countdown shows Research, outreach, negotiated, and booked travel experts for various countdown shows

TLC – *Cover Shot*, 30 episodes Casting Director/Producer outreach, screened, booked 30 episodes, featuring various women with powerful stories, and a revolving cast of on-camera hair/makeup/stylist experts

Freelance Casting Director, New York

Independent Casting Director, hired to cast AFTRA/SAG and Non-Union on-camera, voice over, and print projects, as well as for prepping and running sessions for other casting directors. Clients included: Remington, Kodak, Matrix Hair Care, Intel/Adobe, Speed and HGTV.

Godlove and Company Casting, New York,

Commercial Casting Director, 8 years

Cast principals, hosts, and extras for national and international commercial and film projects both on camera and voice over, predominantly AFTRA/SAG projects. Developed and maintained long term relationships with commercial producers, directors, photographers, and talent agents. Created, tracked, and adhered to project budgets, monitored expenses and prepared invoices. Hired and supervised freelance associates. Worked with high profile agencies, directors and campaigns.

Central Casting, Baltimore, MD

Casting Director/Office Manager, 3 years

Cast principals, day players, extras (including large crowd scenes) for local, regional, TV, radio, industrial, and feature film projects. Managed office operations and staff. Negotiated contracts for models' print/promotional work, Organized and managed weekly open calls/events to meet and advise new talent.

Fundraising/Community Service

Team leader for volunteer reading program with school age kids at Semi-Perm facility on the UWS, six years

Team leader for volunteer reading program at Ichan House shelter, six years

Leader (one of two American staff) JCC/Taglit-birthright Israel trip for young adults 18-26, summer 2005

Participant/fundraiser in Leukemia society's *Team in Training* program, completing San Diego's Rock 'n' Roll marathon

Volunteer for Israel (3 week intensive team building and manual labor program)

Technical Experience

Fast Cast Software, Microsoft Office, QuickTime Pro, working knowledge of Adobe Premiere

Education University of Florida, B.S. in Telecommunications