

The Art of Transition
Media Arts submission for Yolanda Beasley
Career Overview

October 31, 2014

Dear Ms. Lindsey Schoenmakers, Tourism Co-ordinator

Please find enclosed the submission for Yolanda Beasley in consideration for the Media Arts Art of Transition Award. Yolanda began her career in media arts in 1997 in London, England after obtaining her Bachelor of Arts in business at the University of Western Ontario. Her early days in advertising as a Media Planner established her as a creative visionary, gaining recognition by her employers for her ability to develop intricate multimedia campaigns with significant positive impact on the community and brand sales. Over the span of her progressive seven-year career, Yolanda managed high-profile campaigns for companies such as IBM, Kraft, Nestle, Johnson & Johnson, Unilever, Rogers Media and more. Yolanda's media campaigns often included ideas affecting creative development as this is where her passions lie.

As a child Yolanda was passionately involved in dance, music, modeling, visual arts, and writing, and she saw film and television as an opportunity to make use of her creative talent. This led to her exploring her creativity in film and television through screenwriting and acting. While honing her craft, she worked on set in various positions studying all aspects of production.

Utilizing her self-taught web design and graphic design skills, Yolanda established several websites including www.writeforhollywood.com (launched in 2010), through which she provides advice and guidance for aspiring professional screenwriters wanting to write for Hollywood. In 2009, she had a highly successful script reading moderated by revered Canadian television writer Ken Finkleman who said, "You certainly know your craft." As a result, she landed a top literary agent, had a production company nearly option two of her original television series, and was invited to teach Writing for Television at the Impatient Theatre Company.

In November 2010, Yolanda participated in the 48 Hour Film Challenge and was subsequently nominated for Best Actress, ranked 177th on IMDB's list of Most Popular Under Five Roles, and a quarterfinalist in Big Break Screenwriting contest. In 2011, she self-published a collection of her poems called Broken Rainbows. She also self-published two e-books on screenwriting; Guide to Pitching, and Seven Stages of Success: Stage 1 Finish the First Draft. She recently had a feature film in development.

The opportunity at the Whitby Chamber of Commerce arose and Yolanda saw the value in being an integral part of elevating and refreshing a long-standing brand. It was a position in which Yolanda could utilize of all her various skills, talents and creative abilities as well as leave a positive impact on her hometown community. Her development of the Bill and Charles media campaign allowed her to exercise her screenwriting and voice over talent as well as demonstrate her strong visual skills through

assembling YouTube videos and static Facebook creative (the characters and graphics were derived from royalty free sources). During her year at the Chamber, she has honed her graphic design skills, producing top-quality marketing materials and logos, unifying and elevating the Chamber branding. Chamber member Jennifer Gallienne of Digital Ink Technology said, “When I saw the professionalism of the marketing materials for the Durham Region Business Summit, I knew it was an event I wanted to be part of.” DIT booked not one but two exhibit booths at the first ever Durham Region Business Summit. Most recently, Yolanda produced the Chamber’s brand new print publication, *Ascenture Magazine*, a challenging project that fully demonstrates the extent of her vision and creativity. It is already generating a buzz within the membership and generating interest in its second issue in June 2015.

Thank you for your consideration.

Attachments:

- Nomination Form
- Links to samples of work
- Yolanda Beasley Resume
- Letter of Reference Don Pitman
- Letter of Reference Steve Macaulay
- Samples of work:
 - Bill and Charles 7 ads including radio spots, YouTube videos and Facebook ads
 - *Ascenture Magazine*

Links to the aforementioned samples of work:

Write For Hollywood

www.writeforhollywood.com

7 Stages of Success eBook

<http://www.writeforhollywood.com/7-stages/>

Pitch-Catch & Guide to Pitching

<http://www.writeforhollywood.com/pitch-catch/>

Pitch-Catch YouTube Web Series

<https://www.youtube.com/WriteForHollywood>

Twitter Chat #W4HWed

<https://twitter.com/Write4Hollywood>

Yolanda Beasley

www.yolandabeasley.com

Publicity and Recognition

<http://www.yolandabeasley.com/category/pres/>

48 Hour Film Challenge: Giving Joey The Finger

<http://www.yolandabeasley.com/giving-joey-the-finger/>

Broken Rainbows

<http://www.lulu.com/shop/yolanda-s-beasley/broken-rainbows/paperback/product-16450243.html>

Feature in Development: Falling in and Out of Love in 2 Hours

<https://www.facebook.com/LoveIn2HoursMovie?ref=hl>

IMDB page

http://www.imdb.com/name/nm2859901/?ref_=fn_al_nm_1