

Shastina Leonard

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Experience

Script Writer

MicDrop Comedy, San Diego, CA – 2023-Present

- Innovatively collaborates with the producer to brainstorm, develop, and refine scripts, enhancing the appeal and success of live mystery comedy shows.
- Consistent performances in an over 200 seat audience.
- Pioneers creative development sessions as needed.
- Works with a range of comedians to form detailed character arcs and compelling narrative structures within the realm of improv and scripted comedy.
- Instrumental in driving the show's critical success and achieving exceptional audience ratings by being involved 100% with marketing and social media.
- Streamlines rehearsal processes to ensure flawless performance execution, directly resulting in enhanced audience reception and feedback.

Creative Consultant

The Swedish Organizer, Chicago, IL – 2017-2023

- Created engaging digital content centered around digital organization and Scandinavian genealogy, achieving a 20% year-over-year increase in web traffic and engagement through strategic content innovations.
- Implemented SEO strategies that significantly boosted the organization's online presence, doubling reader interaction and engagement levels.
- Pitched ideas to retain new clients through social media.

Comedy Writer

Grump Bucket Productions, Culver City, CA – 2015-2018

- Wrote a broad array of comedy sketches and jokes for a nationally syndicated radio show, expanding its reach by 15% in listener ratings.
- Instrumental in the ideation and execution of content strategies that elevated the show's reputation and audience engagement with 5-star ratings on material.
- Efficiently performed remote work and in-person meetings with the producer to pitch comedy sketches and go over deadlines for future comedic commercials.

Writers' Research/Graphics Liaison/Script Coordinator/Production Assistant
Worldwide Pants Inc., CBS Television City, Los Angeles, CA – 2006-2015

- Played a key role in supporting and enhancing the production of "The Late Late Show with Craig Ferguson" through research, content development, and efficient coordination between writers, directors, and the graphics department.
- Helped maintain and grow ratings for a 2 million viewer audience.
- Innovated new communication strategies that optimized inter-departmental workflows, resulting in a 50% increase in production efficiency.
- Wrote a daily monologue menu consisting of top news stories for host to pick from and riff off of.
- Transcribed detailed notes and dialogue from morning meetings with the host.
- Wrote topical jokes and jokes directed towards specific monologue topics.
- Fact checked and researched show topics.
- Worked with producers, directors, talent, graphics, head-writers, and crew to ensure sketch comedy elements were in place and sound booth had correct music and sound effects.

Awards and Honors

- Telly Award, for outstanding documentary on "Child and Family Services of Hawaii"
- 1st runner-up, Short Screenwriting Competition for "The Haunting of Honolulu Radio"

Education

University of California, Los Angeles
Advanced Certificate in Professional Screenwriting

Hawaii Pacific University
Bachelor of Arts in Communication

Professional Skills

- **Scriptwriting and Content Development:** Expert in crafting compelling narratives and content strategies tailored to diverse audiences.
- **Digital Content Management and SEO:** Proficiency in optimizing digital content for online visibility and engagement.
- **Project Management:** Skilled in overseeing projects from concept through completion, ensuring they meet all objectives and deliver exceptional results.
- **Technical Proficiencies:** Google Docs, Microsoft Office, MacOS, with basic knowledge in graphic design and editing tools.