

LESLIE M GREENE, CSA

SENIOR CASTING EXECUTIVE & FILM, TELEVISION & STREAMING

CONTACT



404.804.2544



LeslieMGreeneCSA@gmail.com



www.LeslieMGreeneCSA.com



Georgia | California | New York |
Pennsylvania

KEY STRENGTHS

- Talent Roster Development & Pipeline Strategy
 - Casting Identity (Franchise & Brand Alignment)
 - Talent Usage, Rights & Contract Strategy
 - Celebrity, Athlete & Creator Casting
 - Global Vendor, Agency & Union Relations
 - Budget-Driven, ROI-Focused Decision Making
 - Inclusive & Audience-Aligned Casting
 - Creative Briefing & Stakeholder Alignment
 - Creative-to-Production Execution
-

EDUCATION

Master of Science

Full Sail University

2011 - 2012

Film & Entrepreneurship

Bachelor's of Science

Millersville University

1988 - 1992

Broadcasting Communications &
Marketing

AFFILIATIONS

Casting Society of America (CSA)

Television Academy

Women in Film and Television (Atlanta)

ARRAY Alliance

PROFILE

Senior Casting Executive with nearly 20 years of experience leading studio-scale casting across film, television, animation, and streaming. Expert in building global talent pipelines, managing casting strategy, and delivering audience-aligned, budget-conscious rosters for high-volume productions.

Trusted by major studios to oversee high-stakes casting, talent negotiations, and usage strategy across domestic and international markets.

PROFESSIONAL EXPERIENCE

Raising the Standard Entertainment (RTSE Casting)

Founder & Global Casting Director

2006 – Present | Atlanta • Los Angeles • Philadelphia

Studio & Streaming Clients: Netflix, Sony Animation, Amazon Prime, BET, Lifetime

Global Casting Operations & Strategy

- Led end-to-end casting across film, television, animation, and digital productions supporting studio, network, and branded content pipelines.
- Established and maintained a Global Casting ID to ensure talent selections align with franchise, brand, and audience strategy.
- Built and managed a priority global talent roster of actors, creators, and celebrity/athlete talent across multiple markets.

Studio-Level Decision Making & Creative Alignment

- Served as final casting authority for production teams, creative executives, and external partners.
- Matched talent to creative vision, audience targets, and regional market requirements.
- Evaluated submissions to ensure diversity, cultural relevance, and commercial viability.

Budget, Contracts & Talent Usage

- Managed casting budgets across episodic, feature, and digital productions.
- Negotiated talent rates, buyouts, and usage rights in alignment with union and studio standards.
- Oversaw licensing and long-term talent partnerships supporting production, marketing, and distribution.

Agency, Vendor & Market Expansion

- Directed relationships with top talent agencies, management firms, and sports/creator representation.
- Scaled casting operations into multiple U.S. and international markets through local teams and vendor partnerships.

Team Leadership

- Built, managed, and mentored regional and global casting teams to ensure consistency, compliance, and delivery across productions.
-

LESLIE M GREENE, CSA

SENIOR CASTING EXECUTIVE &
FILM, TELEVISION & STREAMING

CONTACT



404.804.2544



LeslieMGreeneCSA@gmail.com



www.LeslieMGreeneCSA.com



Georgia | California | New York |
Pennsylvania

EXPERTISE

- **Studio & Streaming Casting Operations:** High-volume, high-profile casting across film, television, animation, and live-action productions.
- **Industry Network & Talent Access:** Deep relationships with agents, managers, and creators enabling fast, diverse, and authentic talent acquisition.
- **Script Analysis & Character Breakdown:** Translating creative material into targeted casting strategies and role specifications.
- **Production Collaboration:** Partnering with creative, physical production, and post teams to align casting with schedule, budget, and story goals.
- **Union Compliance & Contract Management:** SAG-AFTRA and performer agreement compliance across breakdowns, offers, and contracts.
- **Audition & Callback Operations:** Managing in-person and virtual audition pipelines at scale.
- **Talent Identification & Development:** Sourcing emerging and established talent across genres and markets.
- **End-to-End Project Management:** Leading casting from green-light through final delivery.

PROFESSIONAL EXPERIENCE

Team Leadership & Development

- Led and scaled regional and global casting teams, ensuring consistent quality, compliance, and delivery across multiple productions.
- Built high-performance, accountable teams through clear standards, training, and cross-market collaboration.

Selected Projects

- Good Times (Netflix / Sony Animation) — Led celebrity voice casting, complex talent negotiations, and large-scale animation workflows for a marquee studio series.
- Lifetime Original Films — Delivered high-volume, fast-turnaround casting across multiple features while maintaining creative quality and schedule discipline.
- Just Beyond the Spotlight & 1 Mic Cypher — Creator and Executive Producer, overseeing talent strategy, production alignment, and creative execution.

Producer & Talent Consultant

LMG Originals® | 2017 – Present | Atlanta, GA

- Consult with producers and brand partners on talent strategy and casting integration for branded, digital, and promotional content.
- Identify, evaluate, and pitch celebrity, expert, and influencer talent aligned with campaign messaging, audience targets, and social-impact initiatives.
- Manage talent logistics, scheduling, and on-set coordination for high-visibility appearances.

Founder, Film Atlanta Actors Network

(22,000+members)

- Built and lead one of the largest professional communities of actors, filmmakers, and casting professionals in the Southeast.
- Develop and deliver ongoing industry education, professional development, and casting-readiness content to support talent pipelines and workforce growth.

TECHNICAL PROFICIENCIES

Google Workspace | Airtable | Trello | Slack | Canva | Substack |
Casting Networks | Breakdown Services | WeAudition
Adobe Premiere (basic editing) | ChatGPT | MidJourney
