



KEELY Borland

Film & TV Production Manager | Coordinator

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📍 Richmond, VA

ABOUT ME

Producer & Production Coordinator specializing in high-stakes logistics, union-compliant payroll, and commercial casting. Combines my disciplined artistic background with technical grit to deliver elite results for commercials, print campaigns, and independent film projects.

EDUCATION

Master of Music

USC Thornton School of Music
2010 - 2012

Bachelors of Music

Bachelors of Arts

Lawrence University /
Conservatory of Music
2004 - 2009

EXPERTISE

- Project Management
- Agency Collaboration
- Teamwork
- Time Management
- Leadership
- Critical Thinking
- Logistics & Execution

SKILLS & SOFTWARE

- Movie Magic
- ShowBiz
- Wrapbook
- Adobe Creative Suite
- German (Conversational)
- Italian (Conversational)

FUN FACT

Currently converting a Retired AirForce bus into a tiny home on wheels!

EXPERIENCE

Producer / PC / PM

2023 - present

Freelance | Richmond, VA

- Source specialized equipment and crews, aligning high-level creative vision with the most effective production resources.
- Navigate the shifting demands of professional film and commercial sets, ensuring seamless execution under tight turnaround constraints.
- Partner with premier agencies like The Martin Agency, Fable, and production houses like SpangTV to deliver polished content for commercial, print, and industrial use.
- Coordinated end-to-end production needs as Production Coordinator for 10+ projects, including the indie feature *Saturnalia* (Raindance & Dances With Films: NY) and large-scale commercials for VA Lottery and Virginia Credit Union.
- Served as the Unit Production Manager (UPM) for indie feature *Valley of the Shadow* specializing in budget tracking, payroll, POs, and multi-departmental coordination in a remote area.

Casting Director

2024 - present

Freelance | Richmond, VA

- Direct background casting for a diverse range of productions, including the indie feature *Bird in Hand* (Tribeca Film Festival selection) and high-profile commercial campaigns for Duke's Mayo and Virginia Credit Union.
- Manage talent coordination for music videos and commercial spots, collaborating closely with producers / directors to source and cast background performers that aligned with specific creative visions.
- Facilitate on-set talent management and logistical coordination for crews of 60+, ensuring seamless integration of background performers within tight production schedules.

Private Voice & Piano Instructor

2012 - present

Freelance | Richmond, VA; Rockville, MD; Pittsburgh, VA

- Founded and managed a private vocal studio, overseeing all business operations, student recruitment, and individualized curriculum development for a diverse roster of students.
- Instruct students on healthy vocal production and pedagogy, incorporating advanced skills including language, musicality, and analytical character development to enhance performance quality.
- Adjunct Voice Faculty at higher-education institutions: University of Richmond, Randolph-Macon College and Robert Morris University (PA).

Professional Opera Singer

2012 - present

Freelance | United States & Europe

- Maintained a high-level performance career as a classically trained vocalist, performing diverse repertoire with premier organizations including *Virginia Opera* and the *Richmond Symphony Orchestra*.
- Facilitated high-stakes professional communications and contract negotiations with conductors, directors, and opera house administrations.
- Established a digital brand identity and developed a professional website utilizing Wix software.

Extended production credits and commercial portfolio available upon request.