



Rosemary Serluca-Foster



3 Sheridan Square NY, NY 10014 (M) 917-817-2772
www.rosemaryserluca.com; Email: rosemary@rosedove.com

Rosemary Serluca-Foster is president of Rosedove Productions, LLC and its subsidiary, Rosedove Writing, offering excellent production, writing and editing services.

She has worked on:

- Fiction, non-fiction and children's books
- Production treatments
- Promotions and TV production
- Feature articles and website content
- Book proposals, government grants and a whole lot more....

Her writing services include:

- Co-authoring and ghostwriting
- Editing and researching
- Italian to English Translation

An accomplished producer, writer and editor, Rosemary began her television production career working on the award-winning children's TV series, *The Great Space Coaster*. She went on to produce numerous videos, promotions and international TV/Radio advertising for clients like American Express, Hasbro, Nickelodeon, AT&T, Pfizer, Procter & Gamble, Johnson & Johnson, Ralph Lauren, and Revlon. She has worked for many ad agencies some of which include Digitas, Publicis and Y&R Brands. She won a Gold Telly Award for a Childhelp® public service announcement she produced to help prevent child abuse.

Her published and produced work has appeared in magazines, anthologies, websites, stages, bookshelves, and on television. Some credits include: the *Christian Science Monitor*, *Dateline NBC* and *NY Spirit*. Her short play *Broken Promises*, for which she received a writing fellowship from the Virginia Center for the Creative Arts, was produced at the Theatre Studio, NYC, and The New Workshop Theater, Brooklyn, NY.

Her children's picture book, *Genevieve's Gift: A Child's Joyful Tale of Connecting with her Intuitive Heart*, is a 2009 Mom's Choice Gold Winner, 2008 National Best Books Finalist--USA Book News and a 2008 COVR Best Children's Book Finalist. Please visit www.geneviesgift.com.

(For specific writing and production credits please see the following pages.)

CAREER ACHIEVEMENTS

Writer/Editor/Proofreader/Researcher/Translator

Books

- **Writer- Biography** for Leonard Polaner, retired CEO of Polaner, Inc., the highly successful jam company. (2011)
- **Editor/Proofreader- *Embracing Your Life***, by Jenny Vainisi. **Self-help.** Represented by Creatif Licensing Corporation. (2010)
- **Author- *Genevieve's Gift***. Multi-award-winning **children's picture book.** www.genevievesgift.com. (Rosedove Productions, 2008)
- **Developer/Editor- *Forecast***, by Jane Tara. **Novel and Screenplay.** (Lovespell, 2007)
- **Ghostwriter/Proofreader- Self-help.** Spiritual principles gleaned from feature films. High profile feature film producer. (Anonymity requested) 2004
- **Researcher- *The Learning Annex Presents Feng Shui; The Learning Annex Presents the Pleasure of Wine***. **Non-fiction; Series.** (Wiley, 2003)
- **Writer- "Pass the Pasta Please."** **Personal essay** featured in the anthology *Take Two--They're Small*. (Outrider Press, 2002), and the *Christian Science Monitor*.
- **Writer/Proofreader- Book Proposal. Finance.** For Michelle Smith and Corinne Smith of the financial firm Lebenthal/Alexandra and James. (2001)

Articles and Essays

- **Writer- Bylines:** the *Christian Science Monitor*, *New York Spirit*, *Single Living*, *On Course*, *Women's News*, *Oncology.com*, *NyackNewsandViews.com*, *Nyack-Piermont Patch.com* and *True Blue Inc*. Topics: pole dancing, yoga, cancer, Kabbalah, healing, rituals, animals, astrology, knitting, lingerie, miscarriages, pasta making, book reviews, bridal fashions, and profile interviews. (1997-2011)

Treatments

- **Writer- Numerous TV production treatments** for various TV/Film/commercial production companies. (2010-2011)
- **Writer- *Postmarked***. **Screenplay treatment** for Mark Rackley Productions. (2010)

Websites

- **Content writer and Italian-to-English translator-** www.lacasagiulia.com, www.jandrentertainment.net, www.nyboat.com, www.hotelolimpico.com, www.villatron.com, and www.konk.com (2009-2010)

Development

- **Freelance Associate Literary Manager-** Atchity Entertainment International, Los Angeles, CA. Literary Management and Feature Film Production. **Screenplay and manuscript development.** (2005-Present)
Acquisition- *Forecast* (novel and screenplay), by Jane Tara.

Business Writing

- **Writer/Proofreader-** On-going writing services for Konk, Inc. Website, email blasts and business correspondence. (2010-2011)
- **Writer/Editor-** Fun and irreverent **employee manual** written in chapter book format for Survey Sampling International Inc., a global provider of data and sampling solutions. (2010)

Grants/Not-for-Profit

- **Writer/Editor-** HUD government **grant proposal** for the law firm of JAP PC, White Plains, NY.
- **Researcher/Writer-** Creating a **Not-for-profit foundation** through JAP PC to help mentally challenged adults live sustainable lives.

Medical Video/Theater

- **Writer-** *Growing with Confidence*. **Medical video** on growth hormone deficiency. The Quantum Group/A Commonhealth Company. (1997)
- **Playwright-** *Broken Promises*. **Short play**. Theatre Studio, New York, NY and The New Workshop Theater, Brooklyn, NY. (1995) VCCA fellowship winner.

Promotions

- **Writer/Producer-** On-Air Promotions for *Dateline NBC* (1993-1994)

*Awards****Genevieve's Gift: A Child's Joyful Tale of Connecting with her Intuitive Heart***

- 2009 Mom's Choice Awards Gold Winner
- 2008 National Best Books Finalist—USA Book News
- 2008 COVR Awards Children's Book Finalist
- Parent-to-Parent Adding Wisdom Award™ Gold Winner, 2008
- Received a **writing fellowship** from the Virginia Center for the Creative Arts

PSA

- Gold Telly Award for a Childhelp® Public Service Announcement

Production

Freelance Senior Producer- Maintain a highly successful freelance production business servicing major advertising agencies and production companies including: Digitas NY, Publicis; Lowe Worldwide; Young & Rubicam Brands; Nickelodeon; Bozell Worldwide; Clinique; Devito/Verdi; Merkley, Newman, Harty; The Quantum Group; The Sound Lounge; Riptide Films. (1992-2011)

Job requirements: Estimate, manage and reconcile budgets from \$10,000--\$2,000,000+. Facilitate integration of production on multiple platforms. Supervise in-house production staff. Oversee casting, production and post-production. Direct voice-over talent. Advise clients about cost-effective and creative ways to achieve production value. Develop accurate schedules to deliver projects on time and on budget.

- **Freelance Associate Literary/Production Manager-** Atchity Entertainment International, Los Angeles, CA. Literary Management and Feature Film Production. **Screenplay and manuscript development**. (2005-Present) Acquisition- *Forecast*, by Jane Tara. (Novel and screenplay)

- **Freelance Senior Producer-** Y&R Brands, New York, NY. (1998-2001)
- **VP, Senior Producer-** Tarlow Advertising Inc., New York, NY. (1991- 1992)
- **VP, Producer-** Jordan, McGrath, Case & Partners, New York, NY. (1988- 1991)
- **Supervising Producer-** Griffin Bacal Inc., New York, NY. (1984–1988)
- **Studio Coordinator/Researcher/Writer’s Assistant-** *The Great Space Coaster*.
A daily, half-hour syndicated children’s program. (Sunbow Productions, 1984-1985)

Conference Leader/On-Camera/Performance

- **Kids-R-Intuitive Workshop-** On-going. Created and taught children’s workshop that sparks creativity. Based on her children’s book, *Genevieve’s Gift*. (2008-2011)
- **Take Your Children To Work Day,** Citigroup, NY, NY. Led a group of 95 children in creative exercises on the power of friendship and making connections. (2005, 2006)
- Appeared on **TV show *Iyanla*** speaking on reuniting lost/estranged loved ones. Host: Iyanla Van Zant. (ABC, 2001)
- Appeared on **TV show *Ask E. Jean*,** speaking on healing father daughter relationships. Host: E. Jean Carroll. (America’s Talking, 1994)
- **Performed** in numerous TV and radio commercials, Off-Broadway, and regional theater as an **actor and voice-over artist**. (1994-2009)

EDUCATION

- School of Visual Arts, New York, NY. Web Producing. (2010)
- Universal Class.com, Proofreading and copyediting. (2008)
- IM School of Healing Arts, New York, NY. Certification in holistic healing. Four year training program integrating physical, emotional, psychological and spiritual dimensions of healing. (2002)
- Playwright’s Horizon, New York, NY. Screenwriting. (1994)
- New York University, New York, NY. B.F.A. Film/Television. (1984)

ADDITIONAL INFORMATION

- Languages: **Fluent Italian. Basic Spanish.**
- Memberships: SCBWI, NYWIFT, SAG, IWWG
- Volunteer- Initiated meditation and stress relief program for patients in recovery at Nyack Hospital, Nyack, NY.
- Lover of all things Italian—the language, the culture and especially the pasta!