



Claudia Dockery

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Creative casting professional and SAG-AFTRA actor with experience in talent scouting, street casting, and campaign production for brands, theater, and events. Skilled in interpreting creative briefs, managing casting logistics, and building talent networks. Adept at social media research, in-person scouting, and fostering strong relationships on both sides of the casting process.

Casting & Production

Founder / Creative Producer - Surfing Cowgirl

- Street-cast talent and coordinated shoots for brand campaigns, aligning with each client's unique aesthetic.
- Produced events and workshops for Nike, NOTO Botanics, and JuneShine, curating talent to represent each brand.
- Managed social media strategy, trend research, and influencer outreach to drive engagement.

Casting Lead, Experimental Theater Producer - CalArts, PS1 Pluralistic School

- Cast and directed experimental theater productions at Walt Disney Modular Theater and REDCAT.
- Selected diverse talent aligned with creative and narrative goals; coordinated rehearsals, costumes, and staging.
- Developed original scripts and visual concepts based on creative briefs.
- Directed children's theater production from casting through final performance

Social Media Manager - Bonnie Clyde Eyewear

- Assisted in casting models for campaigns, managing communication and scheduling.
- Created mood boards, campaign briefs, and visual guidelines for shoots.

On-Camera Talent - SAG-AFTRA Actor

- Experience on professional sets (1923, Law & Order)
- Familiar with call sheets, set protocols, and working closely with casting and production teams

Administrative & Coordination Experience

Events Lead - The Wing

- Curated high-profile programming and recruited talent, including J.Lo, Sandra Oh, Kristen Dunst, Michelle Williams, Lucy Liu, Molly Shannon, Julianne Moore, Maya Rudolph, and more.
- Managed event logistics, talent hospitality, and on-site production.

Customer Care Experience - Free People, Aviator Nation, DÔEN

- Built strong relationships with clients and talent through exceptional customer service.
- Maintained brand integrity while resolving client concerns and supporting in-person events.

Education

California Institute of the Arts - MFA | 2021-2024

Lillian Disney Scholarship & Shubert Scholarship Recipient

New York University, Tisch School of the Arts - BFA | 2013-2016

Paris Abroad Art History program | Graduated with High Honors

Skills

Casting & Talent Scouting • Street Casting • Social Media Research • Creative Brief Interpretation • Event Curation • Google Drive & Sheets • Canva • Figma • Adobe Creative Suite • Influencer Outreach • Talent Relations • Visual Storytelling • Brand Partnerships • Campaign Production • Customer Service Excellence