



*2019 portfolio ::*



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*From Ft. Lauderdale ::  
Based in Los Angeles ::*

Briana is originally from Baltimore, Maryland but grew up in Ft. Lauderdale, Florida. She graduated with a B.F.A. in Film Production with Honors in the Major from the Florida State University College of Motion Picture Arts, and was awarded the Pathfinder Award as top of her class. In 2012, Briana began her career in Miami at Lori Wyman Casting but moved to Los Angeles later that year to further pursue work in the entertainment industry.

She has since worked on award-winning productions and specializes in producing, project management, talent development, and casting for various project types such as feature films, episodic television, digital content, commercials, music videos, live events, festivals, and print.

She has an extensive list of clients and credits such as **Warner Media, New Form Digital, CBS, Scooter Braun Projects, TMillyTV, Omaze, YTN, DreamworksTV, Fine Bros. Entertainment, Puma, WV Enterprises, NBC Universal, CineFix, JYP Entertainment, YG Entertainment, N.A.P. Entertainment, RED Digital Cinema Camera Company, MNET**, and more.

**Her Mission:** *Briana aspires to build a diversified entertainment and media company with ventures involving film, television, music, and philanthropy. In the simplest of words: she enjoys bringing ideas to life and helping artists make their dreams a reality.*

IMDb LinkedIn Instagram



featured work ::





Check out Briana's recent interview [here](#) with

VoyageLA

Trending

LA'S MOST INSPIRING  
STORIES

THE TRAILBLAZERS:  
REWRITING THE

HIDDEN GEMS: LOCAL  
BUSINESSES & CREATIVES

#LADYBOSS: REDEFINING  
WHAT A BOSS LOOKS LIKE



LA'S MOST INSPIRING STORIES

A TALE OF TWO FRIENDS

JOURNEY OF A LIFETIME

THE QUEST TO EMPOWER WOMEN

HOW LA FOODIES GET IN SHAPE

JUNE 25, 2019

# Meet Briana Frapart



LOCAL STORIES



SHARE



TWEET



PIN



Today we'd like to introduce you to Briana Frapart.

## POPULAR



PORTRAITS OF THE VALLEY



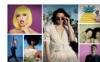
HIDDEN GEMS: LOCAL  
BUSINESSES & CREATIVES YOU  
SHOULD KNOW



PORTRAITS OF HOLLYWOOD



THE TRAILBLAZERS:  
REWRITING THE NARRATIVE




LA'S MOST INSPIRING STORIES









A scene from the movie Tyger, Tyger featuring Dylan Sprouse and Eden Brolin. They are sitting in a rustic wooden cabin, looking at each other. Dylan is wearing a black long-sleeved shirt and a black baseball cap. Eden is wearing a black and white patterned top and a black headband. A glass of water is on a table in front of them.

Pictured: **Kerry Mondragon** (director), **Dylan Sprouse**, and **Eden Brolin**

View more on **IMDb**

FEATURED PROJECT: *Tyger, Tyger* (Feature Film)

Casting by  
Briana Frapart

Pictured: **Amber Liu** in  
the studio during filming  
of Warner Media's  
"K-Rise" (Pilot)

Email for private link



FEATURED PROJECT: WARNER BROS.' STAGE 13' "K-RISE (PILOT)"

*Created by and Executive Produced by Briana Frapart  
Produced by Wilmer Valderrama, Jessica Acevedo*





Pictured: Original and Limited Apparel by Mark Tuan, Bam Bam, Kevin Woo, JUN

 **Represent**


 Adam  
Artists

- 5 campaigns generated combined sales of over **\$4,100,000.00 USD** in revenue
- Donations to charities such as **Water.org** & **Save the Children**
- Each campaign runs for **2 weeks**
- Over **115** units sold

FEATURED PROJECT: REPRESENT K-POP ARTIST CAMPAIGNS

Projects managed by Briana Frapart  
Deals negotiated by Briana Frapart & David Corrales

Pictured: K-Pop Artist **Kevin Woo** on the set of  
his "Ride Along" music video at  
Belmont Park, San Diego


Watch [here](#) 



FEATURED PROJECT: "RIDE ALONG" MV by KEVIN WOO

Executive Produced and Line Produced  
by Briana Frapart





Pictured: Headliner **Dumbfoundead** at  
The Levitt Foundation's 2019 KX Festival

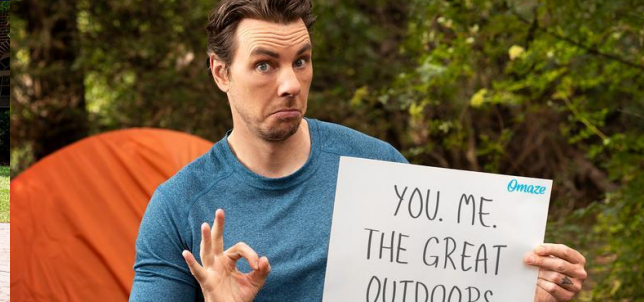
Preview [here](#)



FEATURED PROJECT: *THE LEVITT FOUNDATION (LOS ANGELES) 2019 KX FESTIVAL*

*Festival Programmed and  
Produced by Briana Frapart*





## FEATURED PROJECT: OMAZE CAMPAIGNS

All campaigns' featured casting  
by Briana Frapart

Pictured: Campaigns with **Post Malone**, **Kristen Bell**, **Emilia Clarke**, **Kimbal Musk**, **JJ Watt**, **Seth Rogen**, **Chris Pratt**, and **Dax Shepard**

Read more at





Pictured: **Futuristic**  
performing live on his  
tour, during the filming of  
"Independent."

Watch [here](#)



FEATURED PROJECT: WARNER BROS.' STAGE 13  
"INDEPENDENT"

*Associate Produced and Production Managed by Briana Frapart*



Pictured: **Jade Chynoweth,**  
**JoJo Gomez, Cache Melvin**



FEATURED PROJECT: *PUMA DEFY 2018 SPOTS*

*Digital assets (dance videos and 3D photography) Line  
Produced and Post-Produced by Briana Frapart*

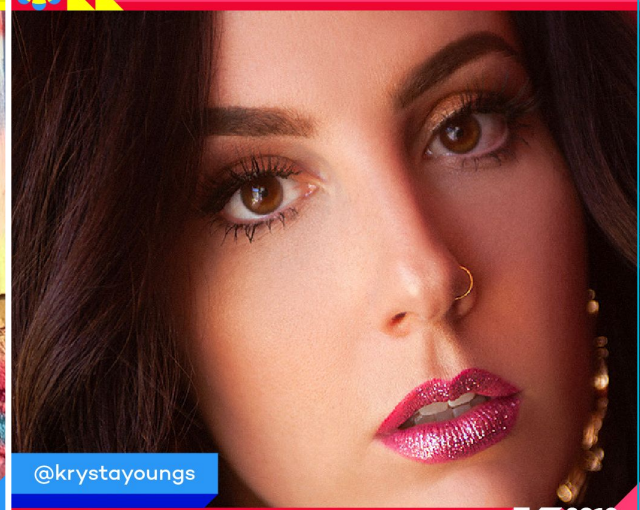




@angelinadanilova

**Angelina Danilova**

@timmilgram

**Tim Milgram**

@krstayoungs

**Krysta**

Instagram

974k followers



Instagram

294k followers



Instagram

6,647 followers

Pictured: Tim Milgram, Angelina Danilova, Krysta Youngs

View recap at



FEATURED PROJECT: KCON LA 2019 SPECIAL GUESTS &amp; STAGE

CJ Entertainment Talent Buy, Panel Programming, and Toyota  
Sponsorship negotiated by Briana Frapart

INTRODUCTION: *Whatever the project's purpose is, if Briana is involved in any capacity, her motivation is to make it possible. Having been in the entertainment industry for almost 8 years, she is committed to doing things differently and better while also empowering team members to realize their full potential. Briana combines her creativity, consistent ability, and "what's next" knowledge to see a project through til completion. Briana aims to develop settings for artists of all kinds where they can harness their talent, strengthen their integrity, move fearlessly towards making dreams a reality, and still maintain the "underdog" mentality. Discover your purpose, know your worth, and make it happen.*

Briana's experience includes, but is not limited to:

#### Development

- Concept Development
- Extensive Research and talent tracking
- Script Doctoring
- Pitching cast ideas
- Sizzle Production
- Pitch and lookbook design
- Packaging
- Setting cross-collaborative partnerships

#### Production

- ATL & BTL Crewing
- Equipment rentals and vendor communications
- Location Scouting and Setting
- Talent coordinating and booking

#### Post Production

- Post Supervising
- Crewing editors, VFX artists, and designers
- Music licensing and legal
- Managing deliverables and titling
- Coordinating media between clients and service providers
- Overseeing quality of branding and marketing
- Assembling and micro-managing all media and assets

*Briana has produced projects alongside talent like Wilmer Valderrama, Norman Reedus, Keone and Mari Madrid, Tim Milgram, Meghan Trainor, and more.*



INTRODUCTION: *Briana is an advocate for all types of talent, artists, and performers. No matter how small or big the project, she is attentive to detail in order to create safe, creative, and collaborative environments for artists. Having been in the entertainment industry for almost 8 years, her dedication to talent and their craft is demonstrated by both her care during pre-read sessions and the material with which she decides to align. She has an in-depth and current understanding of new and existing talent.*

Briana's experience includes, but is not limited to:

- Organizing and facilitating the casting of actors for various roles in films, television, commercial, and print
- Working closely with the directors and producers to understand their requirements
- Pitching and presenting cast ideas to producers for each role
- Matching the ideal actor based on factors like talent experience, skills, reputation, availability and box office appeal
- Arranging and conducting pre-reads, callbacks, one-on-one meetings, and callbacks
- Negotiating fees and contracts for talent
- Acting liaison between directors, talent, and their representatives
- Researching and tracking new talent via showcases, theatre, and talent representatives
- Coaching and Self-taping sessions
- Scene Study and Monologue Workshops

*Briana cast numerous projects starring such talent as Dylan Sprouse, Idris Elba, Emilia Clarke, Wilmer Valderrama, Kristen Bell, Eden Brolin and Thea Sofie Loch Naess, to name just a few.*

INTRODUCTION: *Briana also maintains a multi-service artist management and production services partnership with an established network of companies and resources in Los Angeles and Seoul. Her focus is methodical in creating and discovering business opportunities for independent artists, behind or in front of the camera, to optimize their skills and global reach. Briana has the prime ability to identify prospective “what’s next” opportunities for talent, which supports her ambitions with various artists to expand to new industries and markets. Her goal within the Korean entertainment industry is to partner with international clients and artists to further their creative tiers and ambitions abroad.*

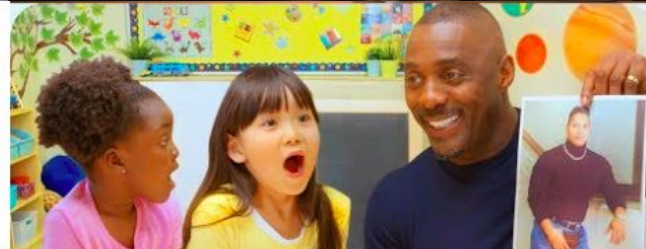
Briana's experience includes, but is not limited to:

- Artistic development
- Design of electronic press kits
- Arrangement of press-related interviews and general publicity
- Coordination of travel booking and accommodations
- Setting cross-collaborative partnerships
- Consistent researching and tracking of growing talent via digital content, online presence, live performances, and broadcast appearances
- International and local talent buying for private and public events
- Live festival production planning and execution
- Sourcing bi-lingual (Korean/English) staff and crew
- Content creation and media coordination
- Social media building and marketing

Briana continues to collaborate extensively with artists like **Kevin Woo, James Lee, Mark Tuan, Bam Bam, Megan Lee, Esna, Angelina Danilova, Jun Curry Ahn, Arden Cho, Krysta Youngs, Tim Milgram, Mandoo**, and companies like **Transparent Agency, Proper Form, CJ Entertainment, KCON USA, JYP Entertainment, NAP Entertainment, MNET, YTN, Warner Media, Represent, JYP Entertainment, N.A.P. Entertainment, MNET, Big Picture, Saet Byul Media, BA Entertainment**, and more.



video links, credits & resume ::





*contact ::*

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Linked 

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Instagram