

KEIDA MASCARO

Born in Utica, NY 1973

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323-314-9183

EDUCATION

2010 Master of Fine Arts in Photography, The Ohio State University, Columbus, OH.

2007 Bachelor of Arts in Anthropology, State U. Of New York – Purchase College,
Purchase, NY.

PRODUCER | CREATIVE EXECUTIVE

2018-2019 RICH STREET PRODUCTIONS, LLC (DBA – *New Americans – The Film*)
Columbus, OH / Los Angeles, CA. Development and Pre-Production.

2016-2017 VENGANCE IS MINE, LLC (DBA – *Confessions Of An Exorcist*) Columbus,
OH. Netflix Exclusive Feature Film.

EXECUTIVE PRODUCER | DIRECTOR

2015-2017 GET ON THE BUS, LLC (DBA – *The Armchair Report*) Columbus, OH.
YouTube Talk Show + Variety Show.

CREATIVE DIRECTOR | PRODUCER | DIRECTOR

2012-2019 KEIDA MASCARO, LLC (DBA – Keida Mascaro Productions and Keida
Mascaro Creative) Columbus, OH. Television, Radio, Print & Web
Commercial content, media buying, casting.

COMMERCIAL DIRECTOR

2013-2015 VIMBY, LBC Walmart Campaign. Van Nuys, CA.
Television, Radio, & Internet Content, Ohio, Kentucky & Minnesota.

CASTING PRODUCER

2012-2015 VIMBY, LBC-Walmart Campaign. Van Nuys, CA.
“Real person” casting, Columbus, OH and Dayton, OH Regions.

TEACHING

- 2013 *Adjunct Professor*, Photography. Department of Art, The Ohio State University, Columbus, OH.
- 2010-2012 *Guest Lecturer*, Photography. Department of Art, The Ohio State University, Columbus, OH.
- 2008-2010 *Instructor of Record*, Photography. Department of Art, The Ohio State University, Columbus, OH.
- 2012 *Faculty Advisor*, OSU Student Photography Club. Ohio Union, The Ohio State University, Columbus, OH.

CULINARY ARTIST (Selected Client List)

- 2000-2008 Rod Stewart, Rachel Hunter, Sharon & Kelly Stone, Patricia Arquette, Thomas Jane, Jerry Bruckheimer, Paul Thomas Anderson, Quentin Tarantino & Lawrence Bender.

ASSISTANTSHIPS

- 2009-2010 Ann Hamilton & Michael Mercil
- 2006-2008 Richard Edson
- 2003-2008 Arthur Tress
- 2004, 1996 John Epperson (Lypsinka)

HONORS

- 2008 *Certificate of Recognition*, ODADAS - The State Of Ohio, Columbus, Ohio

SOLO EXHIBITIONS

- 2017 *Creative In Residence – Think Like An Artist Thursdays*, Columbus Museum Of Art, Columbus, OH. Video.
- 2016 *The Armchair Report – Premiere*, Gateway Film Center, Columbus, OH. Video.
- 2015 *The Armchair Report – Connector Series*, Columbus Museum Of Art, Columbus, OH. Video.
- 2013 *BreakTransit* - featuring performances by the TransitArt Breakdance Crew Port Columbus International Airport, Columbus, OH. Video.
- 2012 *NEREID*, Collaboration with Louise Eberle, Michael Lachowyn, Kiki Williams, & Daniel Holt. FeverHead, Columbus, OH. Video.
- 2011 *Interiors*, Urban Art Space, Columbus, OH. Film screening. Video.
- 2008 *Goodbye Porkpie Hat (2004–2008)*, Fresh Air Gallery, Columbus, OH. Video, Gelatin Silver Print & Large Xerox Print.
- 2007 *Objectification*, Elements Of Art Gallery, Columbus, OH. Video.

- 2006 *Objectification*, BOCA (Bar of Contemporary Art), San Francisco, CA. Video.
Objectification, ADM (Atelier Deluxe Musique) Project Gallery, Los Angeles, CA.
 Video.
- 2005 *The Back Yard Series*, The Bourgeois Pig, Los Angeles, CA. Gelatin Silver Print.
- 2004 *The Back Room Series*, The Bourgeois Pig, Los Angeles, CA. Gelatin Silver
 Print.

GROUP EXHIBITIONS

- 2017 *Startup Storytellers – The Leap*, Columbus Museum Of Art, Columbus, OH.
 Video, Speaker.
- 2017 *Six In The City Live – With Larry Smith*, Shadowbox, Columbus, OH. Presenter.
- 2016 *Six In The City Wexner – With Larry Smith*, The Wexner Center For The Arts,
 Columbus, OH. Presenter, Video.
- 2012 *Velocity Shifting – Bona Fide Hoopla*, Columbus Dance Theatre, Columbus, OH.
 Video Collaboration with Melanie Gallo. Video Dance. Video.
- 2011 *Yelp In Toyland – The Open Heart Creatures*, BOMA, Columbus, OH. Dancer.
- 2011 *(INSTALL) Art Exhibition at Go West Festival*, vacant building in Franklinton,
 Columbus, OH. “Interiors” screening. Video.
- 2010 *Me and You and Everyone We Know*, 2010 OSU Master of Fine Arts Exhibition,
 Urban Art Space, Columbus, OH. 3 Video Sculptures.
- 2009 *Art Squatters*, Group exhibit in vacant downtown buildings, Columbus, OH. Video
 Sculpture.
- 2008 *1st Year Fall Exhibition*, Hopkins Gallery, Columbus, OH. Video & Gelatin Silver
 Print.
- 2007 *Downtown Art Festival*, Collaboration with Richard Edson, Downtown, Los
 Angeles, CA. Video.
- 2006 *Juxtaposition*, Counterpoint Fine Books, Los Angeles, CA. Gelatin Silver Print
Seen, Collaboration with Richard Edson ADM Project Gallery, Los Angeles, CA.
 Video.

PROMOTER/CURATOR

- 2012- *MINOU! A Night of Dinner Theatre* - featuring performances by: Jordan Kirk,
 2010 Adrian Jusandis, CoCo Loupe, David Smith and other rotating local artists.
 Columbus, Ohio. Curator, Chef, and Producer.
- 2011- *3 Hour Jibber Jabber; A Critical Art Survey* - Film, Video, Music, Writing, and
 2010 Performance (3 hour in-house, non-accredited art survey, 16 students, 10 wks)
 Lecturer.
- 2008 *Superstar. A Night of Warhol Superstars* featuring: Taylor Mead, John Giorno,
 Holly Woodlawn & Penny Arcade. The Chop Chop Gallery, Columbus, Ohio.
 Curator and Producer.
- 2006 *Beer & Loathing. An evening of Lowbrow Art* featuring: Georganne Deen, Buddy
 Hickerson, Dave Goldin, Joe Rocco & Alie Ward. ADM (Atelier Deluxe
 Musique) Gallery, Los Angeles, CA. Curator and Promoter.
- 2000- *Love Club. Traveling promotion of local LA musical acts: The Pinks, The Mashed*
 1998 *Notes, 1976, Arlo, Ghetto Blaster and others. Mr. T's Bowl, Los Angeles, CA.*
 Lead guitarist of The Pinks and Promoter of *Love Club*. 50+ shows.

PUBLISHED ARTICLES AND PHOTOGRAPHS

- 2009 *inForum*. 08/09 Year In Review. The Ohio State University Department of Dance
- 2007 *Arthur Tress - Behind The Image*. Paci Arte, Italy, 2007. Giampaolo Paci. 2006
Woman's Health Magazine - Issue September 2006. Rodale Inc., Emmaus, PA.
Evie McKenna, photo editor.
- 2005 *Nudes; The Worlds Top Photographers*. RotoVision Press, Switzerland 2005.
Anthony LaSala, editor.

SELECTED BIBLIOGRAPHY

- 2008 Bill Mayr. "Project With A Purpose" - *The Columbus Dispatch*, Weekender. (June 26, 2008): 26.
- 2007 Tracy Zollinger Turner. "Words of Encouragement" - *Alive!* (April 5, 2007): 34.
- 2006 Tyler Hubby. "Los Angeles/New York Reviews" - *Artillery Magazine*. (November 2006): 35.