

CHALLY ROWJOHN

INFO

✉ ChallyR@icloud.com

🌐 www.ChallyRowjohn.com

☎ (321) 266 2453

EXPERTISE

- Choreography
- Large Scale Shows & Events
- Animated Blocking Sheets
- Show Documentation
- Project Management
- Cast Management
- Stage Management
- Theme Park Operations
- Music & Video Editing
- Radio Communication
- Adobe Creative Suite
(Photoshop, Illustrator, Audition)
- FinalCut Pro
- Microsoft Office Suite
- iWork Suite

REFERENCES

AVAILABLE UPON REQUEST

PROFILE

Accomplished staging director, choreographer and entertainment consultant focused on delivering a dynamic, imaginative product that surpasses the client's expectations. Technology-driven, innovative, tenacious, and a dream chaser!

CAREER HIGHLIGHTS

- Philadelphia Thanksgiving Day Parade - 100th Anniversary Special [NOV 2019]
Visual Producer & Staging Director
Produced for WPVI - 6ABC Philadelphia
Developed, cast and staged 12 musical numbers for the three-hour live broadcast of the Nation's longest-running Thanksgiving Day Parade. Production numbers created for stars including IL Divo, Macy Gray, Aloe Blacc, Yolanda Adams, Meg Donnelly from ABC's American Housewife, and Cupid. The cast of each number ranged in size from 150 members to 1,500 members. Worked seamlessly with Executive Producers, the Senior Staging Director, and Choreography Team to deliver dynamic family-friendly entertainment in line with ABC's strict broadcast standards. Also created custom video content for each production number to play on the telecast zone video wall. Worked closely with the talent logistics and stage management teams to efficiently design cast holding, management, and talent movement during the live event.
- Shanghai Haichang Ocean Park [JULY 2018]
Choreographer & Entertainment Consultant
Choreographer for a 9 Unit Daytime Parade "Water Wave Dance Party" with over 100 performers and 50 different roles! Responsible for creating choreography, teaching performers, orchestrating parade operations and designing cast management infrastructure to an all Chinese member cast.
- The Invictus Games - Orlando, FL [MAY 2016]
Associate Staging Director
Produced by Donaldson Creative & Continuum LIVE.
Opening Ceremony: responsible for providing stage direction for the Parade of Athletes, particularly the Nation's Flag carriers, including live inner ear radio communication during the ceremony. Responsible for staging a 200+ Wounded Warrior choir in the digitally projected Magic Cube.
Closing Ceremony: responsible for creating a system to execute the medallion presentation to the Wounded Warriors. Provided stage direction for former Second Lady Dr. Jill Biden, Academy and Golden Globe Award Winner Morgan Freeman, Prince Harry of England, and former First Lady Michelle Obama.
- Rose Parade presented by Honda [JAN '17 - '19]
Associate Staging Director/Choreographer
Invited to create with Stephen Dahlem, Robbie Mackey, and Corporate Magic, the nationally televised opening number starring 10-time Grammy Award Winner Chaka Khan, Jordan Fisher, YouTube sensation Todrick Hall & closing number starring multi-platinum recording artist Andy Grammer and Anne-Marie. Responsible for creating blocking sheets for over 300 performers, plotting intricate camera visuals, and providing on-street direction to cast as well as parade floats. 2019 Parade Opening and Closing numbers Directed by Marty Pasetta, Jr.
- Emmy Award-Winning Nashville Holiday Music Special [DEC '16 - '19]
Staging Director & Choreographer
Aired Locally by WKRN - 9ABC Nashville & Distributed Nationally by Timeless International, INC.
Produced by J.M. Best Entertainment and Hardrive Productions, the 63rd Annual Parade won an Emmy Award for Special Event Coverage in the MidSouth Region. In 2019, developed, cast and staged 14 musical numbers for the two-hour live local, and one-hour nationally syndicated Nashville Holiday Music Special. Production numbers created for stars including Francesca Battistelli, Bianca Ryan, Billy Gilman, Ana Cristina Cash, Lucas Hoge, Kirk Jay, and Brett Kissel. Partnered with local talent, including color guard, choirs, dance studios, to create dynamic musical numbers in line with the Nashville market.
- "Lullaby of Broadway" Princess Cruises [JAN 2015]
Director & Choreographer
Produced by PGT Entertainment. Lullaby of Broadway; an original 50-minute review debuted on the Pacific Princess World Cruise. Provided choreography & direction for two lead singers, as well as a cast of four female dancers and two male dancers. Contributed lighting design, costume direction, and overall creative for the show.
- Glorioso! - Manaus, Brazil [DEC 2014]
Co - Choreographer
Under the direction of Robbie Mackey, produced by Hardrive Productions, co-choreographed the country of Brazil's National Christmas Spectacular. Provided choreography for 4,000+ performers on three stages during a 90-minute live-action televised show attended by over 100,000 spectators. Created original blocking sheets and video documentation for three separate stages. Responsible for staging adult and children actors, singers, dancers, and puppeteers through grandiose production numbers with an extreme language barrier. Provided direction on entrance timing for stage management and coordinated rehearsal schedules with the multi-lingual production team.

CREATIVE TARGETED ROLES

TIME ENTERTAINMENT PARADE PROJECT – Creative Producer

[AUG. 2019]

Time Entertainment & JM Best Entertainment

- Developed an upcoming festival celebration for the Ministry of Culture of The Kingdom of Saudi Arabia
- Designed Opening & Closing spectaculars incapsulating specific Kingdom-wide initiatives
- Created & Developed nine parade units incorporating rich Saudi Arabian heritage and culture
- Worked directly with rendering artists to deliver a complete parade concept including 3D rendered floats, costume sketches and prop drawings.

JURONG PROJECT - Creative Consultant

[SEPT. 2017]

I.T.E.C. - Doug May (ImaginNOW) - The Imagination House

- Create four dynamic, technologically progressive stage shows themed to each land of a developing theme park in China.
- Conceptualize the nighttime spectacular viewed from 360 degrees around the park's lagoon.
- Write the creative treatment for the park's parade entitled "Voyage of Dreams."

UNIVERSAL BEIJING PROJECT - Creative Consultant

[JAN. 2017]

The Imagination House & Robbie Mackey

- Develop the technical treatment for a new show pitched to Universal Beijing.
- Write technical explanation of overall scenic design and concept.
- Show Included: Live Performers, Puppets, Animatronics, Projection Mapping and Holographic Projections.

PRINCESS CRUISES PROJECT - Creative Consultant

[JAN. 2017]

The Imagination House & Robbie Mackey

- Develop creative treatment for nighttime spectacular.
- Incorporate guest education on new technology through overall show experience.
- Show Included: Live Performers, Projection Mapping, Fountains and Guest Interaction

TELEVISION PRODUCTION ROLES

JM BEST ENTERTAINMENT

Shows Including: Philadelphia Thanksgiving Day Parade, Emmy Award Winning Nashville Christmas Parade, The National Cherry Blossom Festival Parade, The National Memorial Day Parade, and the Orlando Citrus Parade.

Pre & Post-Production Supervisor

- o Responsibilities
 - Pre-Production - Manage the delivery of all video tape elements loaded into the television truck's EVS. Edit and update required production documents including Chyron List, VTPB list and Music Clearance list.
 - Post -Production - Picture fix 2-hour show, edit and produce various sizzle reels, create syndicated credits, work with editor to provide any graphic support and ensure secure delivery of the show to clients as well as the syndicator.

Street Producer

- o Responsibilities
 - Organize and Manage all elements entering the television zone. Responsible for pace, overall aesthetic and on-street cuing of performances.