

SERIES

# EAST

2025 • COMEDY • SEASON 1

If you had to start your life again,  
*this time*, would you follow your dream?

Created by Dana Marisa Schoenfeld

*Executive Producers*

*Jolie Curtsinger and Dana Marisa Schoenfeld*

Representation: Ramo Law

Legal: Elsa Ramo

Sales: Stu Arbury



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SERIES

# EAST

2025 • COMEDY • 6 EPISODES • SEASON 1 • RATING: TV-MA

In post-pandemic New York, corporate lawyer Ella Goldman loses her job and fiancé on the same day. With nothing left to lose, she reignites her childhood dream of acting and plunges into the city's chaotic entertainment world, colliding with power players and artists chasing dreams in an industry built to break them.

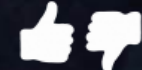
WE RECOMMEND



PLAY EPISODE 1



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IF YOU LOVE THESE, YOU'LL LOVE *EAST*



HILARIOUS. HEARTBREAKING. HUMAN.

▶ **PLAY**

WITTY • SATIRICAL • GROUNDED

*EAST* is a fast-paced, witty, and heartfelt comedy about chasing a dream against all odds. Satirical yet deeply human, the series explores ambition, resilience, and reinvention in today's entertainment industry—through a self-sabotaging yet irresistible female protagonist. If you love *Hacks*, *The Marvelous Mrs. Maisel*, or *The Studio*, you'll love *EAST*.



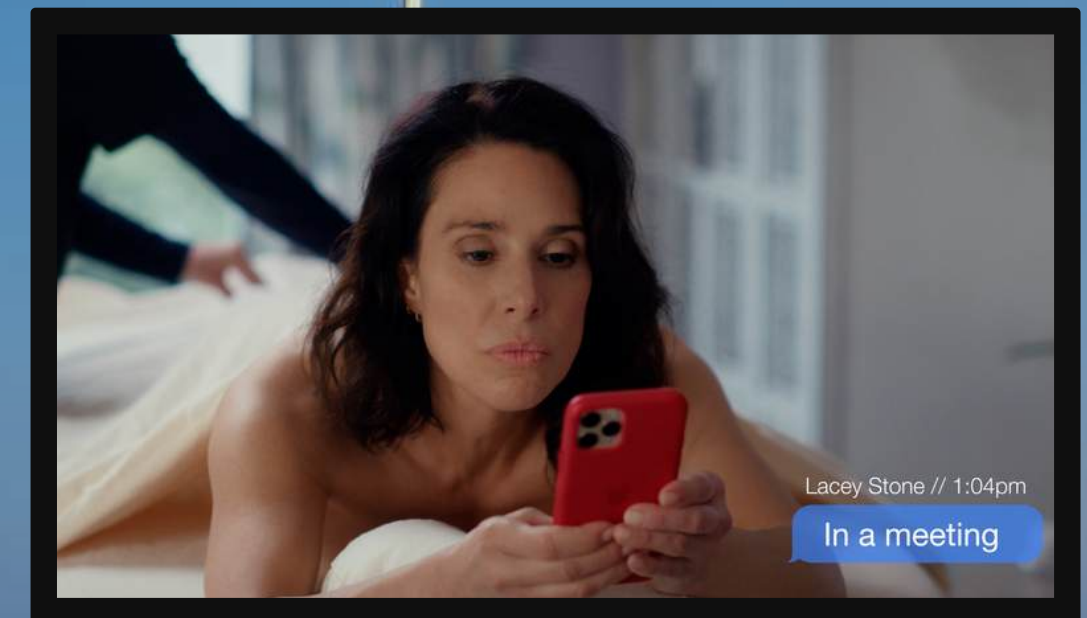
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## WHY EAST? WHY NOW?



## NEED A LAUGH RIGHT NOW?



## COMEDY IS IN DEMAND • TIMELY + RELEVANT • GLOBAL RESONANCE

There's never been a better moment for EAST. Audiences crave authentic, bingeable comedy — and EAST delivers.

- 70% of global viewers binge comedy.
- Comedies drive 15% of U.S. streaming demand and 25% worldwide—the #1 genre in 30+ international markets.
- Audiences post-pandemic crave resilience and second chances—EAST delivers both.
- Proven traction: 45K+ YouTube subscribers, multiple festival wins, and coverage in Good Day NY and Time Out NY.
- International momentum: rapid growth in India and other key global markets



ELLA THINKS SHE CAN DANCE

SERIES

# EAST

FORMAT + STRUCTURE

6 EPISODES • 25 - 35 MINUTES • SEASON 1

EAST is a premium half-hour comedy. Season One is complete with six episodes available now directly to viewers behind a premium paywall.

The pilot episode is free on the EAST YouTube channel at [YouTube.com/@easttheseries](https://www.youtube.com/@easttheseries)

All of Season One is available on [EastTheSeries.com](https://EastTheSeries.com) for a \$24.99 rental (30-day access).

The format mirrors acclaimed streaming comedies like Hacks (HBO Max), The Marvelous Mrs. Maisel (Prime Video), and Apple TV's The Studio.



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# SERIES EAST

## SEASON ONE AT A GLANCE

Ella Goldman seems to have it all: a prestigious law career, a wealthy family, and a boyfriend about to propose. But when betrayal shatters her life in one day, she makes a surprise pivot and leaps into the one dream she's never let go of — becoming an actress. Thrown into the messy, unglamorous reality of an artist's life, Ella collides with Jonah, a charming ex-med student, as she battles her family's disapproval and the cutthroat obstacles of chasing a dream.

Around her, the industry's power players and dreamers spiral in their own quests:

- Lacey — a formidable studio head, reeling from the sudden death of a star and the financial hit to her studio.
- Ava — a fame-hungry actress whose mistake goes viral for the wrong reasons.
- Sabrina — a struggling actress who turns an audition into a dangerous side hustle.

The season builds toward an industry showcase and an extravagant Hamptons party, where every storyline collides. The finale leaves Ella at a crossroads: cling to her old life or risk everything for her destiny. The stage is set for Season Two.



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SEASON ONE STORY ARC IN STILLS



## SEASON ONE EPISODE GUIDE

## LET'S BINGE SEASON ONE



### EPISODE 1: THE WAKE-UP CALL

**RUNTIME • 26 MIN**

In post-pandemic New York, Ella Goldman loses her job and fiancé in one day, pushing her to chase her childhood dream of becoming an actress. With no support from her wealthy family, she makes a reckless leap into the industry. Meanwhile, studio head Lacey struggles to contain the fallout from a star's death while desperate actors claw for the vacant role.



### EPISODE 2: THE CASTING DIRECTOR

**RUNTIME • 24 MIN**

Ella's impulsive misstep nearly derails her, but a second chance through her sister's connection leads to a powerful casting director. Lacey scrambles to contain scandal as others take increasingly risky career moves.



### EPISODE 3: THE CRAFT

**RUNTIME • 27 MIN**

With new clarity from the casting director, Ella throws herself into acting classes and sparks chemistry with Jonah. Lacey lashes out in defeat, Sabrina edges deeper into the drug world, and Ava takes a humiliating commercial job.

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## SEASON ONE EPISODE GUIDE

## LET'S BINGE SEASON 1



### EPISODE 4: FAMILY

**RUNTIME • 32 MIN**

Ella tries to keep her connection with Jonah platonic and faces harsh family criticism, while Lacey's secret liaisons surface and Ava's commercial goes viral in the worst way possible.



### EPISODE 5: THE SIDE HUSTLE

**RUNTIME • 29 MIN**

Under pressure to earn money, Ella disastrously fails at a waitressing job and turns to Jonah for comfort, only to face another disappointment when he won't commit. Meanwhile, Lacey battles her addiction, Ava reels from viral humiliation, and Sabrina takes a dangerous gamble.



### EPISODE 6: SPRING BREAK (FINALE)

**RUNTIME • 35 MIN**

After triumphing at a major showcase, Ella is swept into Lacey's extravagant Hamptons party, where she meets industry power players, lands an agent, and confronts a life-changing night of chaos, heartbreak, and shocking returns.

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# CAST + CHARACTER BREAKDOWN

# MEET THE CAST



**DANA MARISA SCHOENFELD**  
*ELLA GOLDMAN*

Genuine, quirky, ambitious, and resilient, yet self-sabotaging and underestimated. Beneath her insecurities is a true artist.



**JOLIE CURTSINGER**  
*LACEY STONE*

A visionary studio head with power, passion, and secrets — sharp, ambitious, and hiding vices



**MYLES CLOHESSEY**  
*JONAH*

A charming ex-med student chasing acting dreams, with undeniable chemistry with Ella.

CAST + CHARACTER BREAKDOWN

MEET THE GOLDMANS



**BETH CHAMBERLIN**  
MARGARET GOLDMAN

Ella's critical, neurotic mother who provides unintentional comedic relief.



**JOHN BOLGER**  
ROBERT GOLDMAN

Ella's grounded, successful father who believes that Ella will snap out of this acting dream.



**JEANINE BARTEL**  
JOCELYN GOLDMAN

Ella's uptight, judgmental sister who disapproves of everything she does.

# CAST + CHARACTER BREAKDOWN



**NATALIE ROY**  
AVA THOMAS

An egomaniacal rising star whose selfish ambition may become her downfall.



**STEPHANIE WEPPLER**  
SABRINA DOLITTLE

Ella's sweet, desperate fellow acting student, eager to be liked. Her missteps set her on a rocky path.



**TARA PACHECO**  
Quinn Turner

A brilliant creative executive hired to help the studio.

# MEET THE INDUSTRY



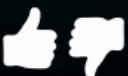
**GUYVIAUD JOSEPH**

A talented director whose morality is constantly tested.



**JENNIFER RUDOLPH**

A no-nonsense casting director, worshipped by struggling actors



# FESTIVAL + AWARDS

# AWARD-WINNING SERIES



EAST HAS BEEN HONORED AT FESTIVALS WORLDWIDE FOR COMEDY, PERFORMANCE, AND ORIGINALITY



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## TRACTION + AUDIENCE

### WE ARE GLOBAL

EAST has quickly gained traction with a global audience. The series' YouTube channel grew to 45,000+ subscribers across U.S. and international markets with minimal marketing spend.

- Viewers ages 18–65, all genders — audience data confirms broad appeal.
- Urban and creative professionals.
- Fans of smart, character-driven stories and female-led dramedies (Hacks, The Marvelous Mrs. Maisel, The Studio, Sex and the City).
- Comedy/dramedy lovers who want stories of ambition, reinvention, and the messiness of chasing dreams.

**AUDIENCES LOVE EAST!**



▶ **PLAY**



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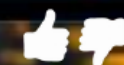
PRESS



GoodDay  
New York  
9:27 AM 19°

EAST has been featured in major outlets including Good Day New York, Time Out New York, and international publications.

▶ **PLAY**



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# KEY CREATIVES



**EXECUTIVE PRODUCER • SERIES CREATOR • WRITER • DIRECTOR**

**ELLA GOLDMAN**

Dana Marisa Schoenfeld is an award-winning actress, writer, director, and comedian with extensive experience across theater, television, and independent film. As Founder/CEO of Main Sequence Studios, she has created and directed more than 15 acclaimed projects. Born and raised in New York City, Dana began her career as an NBC Page and worked on major network productions in New York and Los Angeles. She won a two-year scholarship from *Creative Screenwriting Magazine* to study in Los Angeles, and most recently performed stand-up at the World Series of Comedy in Las Vegas.



**EXECUTIVE PRODUCER**  
**LACEY STONE**

Jolie Curtsinger is a New York-based actress and producer. She is the founder and Artistic Director of InProximity Theatre Company and the founding producer of Project W, a festival showcasing new works by female-identifying playwrights. Her work spans Off-Broadway, film, and television, with acting credits including *Mature Parts*, *Nothing Except Everything*, *The Perfect Fit*, and *After at 59E59*. She also stars in the upcoming feature film *Whirlpool*, produces, and voices Savannah in the podcast series *Curveballs*. Jolie serves on the Board of Directors at St. Ann’s Warehouse.



# PARTNERSHIP + INVESTMENT OPPORTUNITIES

WE RECOMMEND 

Seeking a global licensing partner for Season One.

## Co-Production for Season Two

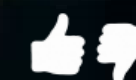
Distribution: License Season One (global/territorial), enable regional pricing, and drive platform promos.

Investment: scale marketing + Season Two development with defined fund allocation (Marketing %, PR %, Development %, Contingency %).

Sponsorship & Brand Integration: strategic product placement + co-branded campaigns.

Cross-Platform: festivals, companion shorts, behind-the-scenes content, and live Q&As.

Collaboration: expand EAST's cultural footprint in comedy with major platform.



**EAST is hilarious, relatable, universal, and ready to stream worldwide.**

**Watch the trailer.**



▶ **PLAY**

**Watch the pilot episode.**



▶ **PLAY**

**Watch Season One.**



▶ **PLAY**

**EastTheSeries.com**

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**Representation: Ramo Law  
Legal: Elsa Ramo**

**Sales & Inquiries: Stu Arbury  
Stu@ramolaw.com**