



**SELMA NICHOLLS**

[WWW.LOOKSLIKEME.CO.UK](http://WWW.LOOKSLIKEME.CO.UK)

**CASTING DIRECTOR**

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**Selma Nicholls**, Casting Director of Looks Like Me casting, raising the profile of underrepresented groups featured in mainstream content, celebrating an inclusive spectrum of people through casting.

**Skills:** Senior leadership, Governance, Casting, Marketing & Communication, Advertising, Art direction, Budgets, Creative direction, Negotiation, Global public speaking, Consultancy, Developing Partnerships & Stakeholders, Producing, Facilitation, Inspiring children & young people and Positive representation of underrepresented group in mainstream content.

**Academic Background:** B.A Honours in Contemporary Dance @ London Contemporary Dance School, minor subjects in Psychology, Racial Identity, Dance in film @ California Institute of the Arts .

**Casting credits** 2016-2021

### **Commercials**

- 2021 Dove – Amplify hair campaign
- 2021 Primark ‘Back to school’ campaign
- 2021 George ‘Back to school’ commercial
- 2021 George ‘Back to school’ campaign
- 2021 Barbie x Milk Honey Bees Promo
- 2021 Dove (White label) for The Digital Fairy
- 2021 George Asda - Spring campaign
- 2020 Experian
- 2020 Comic Relief
- 2020 Masterclass - Cast the ballerinas \*\*\* (Co-cast with Aisha Bywaters & Coralie Rose)
- 2020 George Asda Christmas

- 2020 George Asda, California
- 2019 George Asda, Miami
- 2019 LEGO
- 2019 George Asda, London
- 2019 Heathrow
- 2019 Costa
- 2018 Nickelodeon
- 2018 Amazon Prime
- 2017 Sainsbury's
- 2017 Tesco – cast the families \*\*\* (co-cast with Kharmel Cochrane)

### **Music videos**

- 2020 Brown Skin Girl - Grammy award winning video. Part of Black Is King, Beyonce, Director Jenn Nkiru \*\*\* Cast the children (co-cast with Coralie Rose)

### **Publishing**

- 2021 COCOA Girl Magazine March Edition (Art Director)

### **Campaigns**

- 2018 Diversify – June Sarpong
- 2018 Andy & The Odd Socks
- 2018 Hero In Us All – inspired by the Black Panther Blockbuster movie (Casting & Art Director)
- 2017 Summer SOwhite
- 2017 Easter SOwhite
- 2016 Christmas SOwhite
- 2016 Looks Like Me – illuminating underrepresented children

### **Short Films**

- 2019 Video installation 'The Name I Call Myself' by Rhea Dillon

### **Immersive theatre**

- 2019 (Cast the children) Serpentine UK 'The End of the World' by Precious Okoyomon

### **Freelance work**

2014-2016 LIFT (London International Festival of Theatre) Producer

### **Membership**

2021 WACL Member - Women in Advertising, Communications and Leadership

2020 CDA Member - Casting Directors Association

## **Awards**

2020 WACL (Women in Advertising and Communications London) Future Leaders Programme  
2018 BBBA (Black British Business Award) Arts & Media Senior Leader

## **Judging Panels**

2021 Female Frontier Awards Panel  
2020 Reimagine Christmas on Pinterest & The-Dots 2019 D&AD Festival Casting Jury  
2019 Roundhouse - Entrepreneur Panel  
2018 Women We See - Mayor of London Jury

## **Professional development**

2021 CJBS – The Cambridge Judge Business School - Negotiations Lab  
2020 The Abundance Journey  
2020 More Mastery clients  
2020 The house of beautiful business – The Great Wave

## **Boards**

2019/Present - Punchdrunk Charity

## **Public speaking engagements** – Representation in casting and content:

2021 The Cambridge Judge Business School – Negotiations!

2021 Saatchi & Saatchi Advertising  
2020 Viacom CBS  
2020 Adweek

2019 Google RARE, Japan  
2019 Google, London  
2019 Virgin Start-Up  
2019 Coca-Cola AEP  
2019 LEGO, Denmark  
2019 BBC London, BBC, Talk Radio 2019 Punchdrunk

2018 Cancer Research UK  
2018 International Women's week - MediaCom 2018 Cambridge University Press  
2018 WOW, Women of the Word, Royal Festival Hall

**Interests:** Roller-skating, traveling the world and Salsa dancing.

**Proud to have proven anything is possible!**

Selma Nicholls, 2021