

Short Bio - Mariella Landers

Mariella Landers was born December 26, 1953 in Johnson City, Tennessee the only child of Carl and Juanita Landers. Growing up in a typical middle class family she enjoyed an active childhood, loved the outdoors, family travel and athletics.

As an only child she developed a creative imagination, leading her to explore character creation, literary plots and themes. It is from this interest in the power of creation and imagination that her interest in the arts began which lead her to study piano and violin and excel in art, music and journalism classes throughout her school years. She found expression through creativity and worked in television and radio production in high school, as well as school journalism. While in high school she produced and directed her first film that commemorated the first Earth Day. On a fashion buying trip with her aunt that owned a women's specialty boutique she was discovered by a scout and began runway modeling for various fashion labels while still in high school. She continued to pursue her interests at East Tennessee State University in Johnson City, Tennessee, initially majoring in Fine Arts and Speech then transferred to the Theatre and Fine Arts at Camden College, Blackwood, NJ, and finished with degree in Communications, Media and Broadcast Electronics at The American Academy, Philadelphia, PA. At 26 she earned her FCC First Class license; making her one of a select few women of this era to acquire this license. This set the course for her career. Her first job was working as an audio and video engineer for a CBS affiliate in Nashville, TN, contributing to the popular national program "Hee,-Haw" as well as other entertainment programs and also working on local news productions.

She left CBS to join a team that would launch a new music network – Country Music Television--CMT. As a Producer/Director at CMT her creative work production and development resulted in some of the first ever country music videos, 12 of which reached #1 status, two award nominations from the AMC, and a Special Recognition award from the CMA.

Next she worked for a NBC affiliate, where she was a Video Editor, Audio and Video Engineer. Her work encompassed the "Ralph Emery Show," various holiday music specials, news programs and commercials.

Following NBC, Mariella moved to "Video Music International" a full production house including music videos, commercials and corporate videos/presentations. While affiliated with VMI, she researched and co-produced "RCA Nashville - Past, Present and Future," a corporate documentary focusing on 68 years of RCA history.

After VMI, she became an independent producer/writer/director creating music videos, documentaries, commercials, corporate presentations, and concerts. This work included various concert productions for the Baha'i Faith in N.Y.C., co-producing and editing "The Amazon Project," a fund-raising documentary, all the while managing a music publishing company and also working as an artist's representative.

Ready for a change of scenery, she next took a position as Operations Manager and Post Producer with VP Film and Tape Productions in Portland, Maine. Here she generated bids for projects and managed all aspects of production. She was post-producer for "Gardening Naturally," a weekly series for The Learning Channel (TLC).

Her stay in Maine ended when she was recruited by Wild Wolf Productions, Inc. (L.A./ Nashville) as Production Manager for the TBS documentary series, "Roots of Country". The project required Mariella to manage several crews simultaneously in various parts of the U.S. She managed both the location and studio shoots and served as liaison between legal departments of entertainment corporations and artist management, supervising releases concerning interviews, performances, locations, AFTRA, AFM and copyrights. While under her management the series garnered several awards and an Emmy nomination.

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During this time frame she also started a family and gave birth to two daughters, Clarissa and Lauren; being a parent influenced the next phase of her life. After relocating to Boston, Massachusetts she chose to focus on her family and decided to change course in her career and stay closer to home. During those years she took positions managing major retail operations all the while continuing to refine and develop her business, logistical and managerial skills.

Returning to Nashville in the late 90's, she continued as a successful manager for national women's wear retailers. This experience and her entrepreneurial spirit lead her to open her own retail specialty boutique focused on upscale designer clothing, overcoming the challenges of opening, owning and operating a successful small business. Her history in coordinating projects and crews, developing concepts and promoting productions allowed lead to much successful in this endeavor as well. During this period of time she continued to raise her family. All the time the desire to return to the creativity and challenges of the entertainment business remained with her and she greatly desired to return to her original career but felt the need to remain dedicated to her children still at home. She felt returning to the demands of the industry would be unfair to her children and made the decision to wait a few more years while continuing her career in retail management as a shop owner.

Her children now grown and the creative challenges and rewards of the entertainment industry being her lifelong passion, the time has come to return to her original calling. She is now looking forward to returning to the ever-changing business of entertainment, meeting new demands and enjoying future success.

She attributes her past successes and future accomplishments to “ being born with an adventurous soul” and having learned to fearlessly follow your heart - even though there may be painful test to endure, emotional wounds in need of healing and the unpleasant process of facing the truths within your mistakes. As Mariella has said herself “Yes, life can be difficult journey with constant challenges and growing pains but they are a requirement—a catalyst—that leads you to the next adventurous chapter of your life—a reinvention per se-- and that change should be our constant reminder to express gratitude for the opportunities life has presented to us and that from the challenges of the past comes the wisdom and the fortitude needed to surmount the obstacles of the future”.