

Rashonda graduated from UNC Chapel Hill with a degree in Journalism and Mass Communication. Upon graduation, she began her career in advertising copywriting where she served as a creative copywriter for brands such as Kashi, JetBlue, Charlotte Bobcats, and the North Carolina Press Association. She transitioned into film after receiving a Masters from Savannah College of Art and Design and working at the Georgia Film Commission on many of the productions coming through Savannah and Atlanta, at the time. She moved to Los Angeles in 2014 when offered a job at The Collective, formerly known as Collective Digital Studio. At Collective Digital Studio, she wrote for talent such as Shay Mitchell, Bethany Moda and Sky Gaven when launching their digital platforms which transitioned her into development at Studio71. She helped develop one of YouTube Red's first premium shows with Dwayne "The Rock" Johnson's Seven Bucks and two features—one executive produced by Vanessa and Laura Marano and the other, with Ben Stiller's Red Hour. She also launched WorldStar Hip Hop's first slate of traditional projects including an animated comedy executive produced by Snoop Dogg. She is now a Director of Scripted Development at Metro Goldwyn Mayer Studios, where she continues to help shape stories and build characters as she pushes the narratives of diverse voices and advocates for untapped talent and founder of 2911 Productions.