



SARA AALTONEN

PROFILE

I am a casting director and an original member of Agency Icon's Helsinki team, bringing a strong background in both film and commercial sectors since starting my career in 2018 as a young freelancer. By 2020, I directed my focus to casting and, until the opening of our Helsinki office in early 2023, primarily employed myself as a freelance casting director. My core strengths lie in my artistic insight and attention to detail, mixed with practicality and common sense. I thrive in dynamic, fast-paced environments and with my hands-on experience in directing talents and a deep understanding of the script's essence, I find video castings to be one of the many elements of the casting process that truly inspire me and help bring projects to life. With strong project leading, I'll make sure everything runs smoothly from the very start to the moment talents arrive on your set.

CONTACT

+358 40 143 1633
sara@agencyicon.com
Museokatu 36
Helsinki

SOCIAL

LinkedIN: Sara Aaltonen

EMPLOYMENT HISTORY

2023–present / Agency Icon

Casting Director

2020–2023 / Freelance-entrepreneur
(i.a. OY SEK AB, Aito Media, Brightland Group)

Casting Director

OTHER

2021 / "Transport" - tv series, Tekele productions

3rd Assistant Director

2018 / "Nörtti: Drangoslayer666" - tv series, Dionysos Films

1st. Assistant Director

2019–2022 / Freelancer - multiple employers (i.a. Warner Bros. International Television Production Finland, Endemol Shine Finland, Fremantle Media OY)

Script Supervisor / Director's Assistant

EDUCATION

2016-2023 Aalto University of Arts, Design and Architecture, Department of Film; film directing

2012-2016 Metropolia University of Applied Sciences, The Degree Programme in Film and Television

SKILLS

LANGUAGE

Finnish (native speaker)
English (fluent)
Swedish (basics)

INTERESTS

Learning about wines, adventures abroad, politics, sports climbing, films, late 19th & early 20th century art, electronic music and running.

CASTING RESUME

CASTING FOR FILMS/TV

2024 The Trip / Feature film / Production: Resolute Films & Films Films Films, dir. Jorma Taccone / Casting for minor roles with lines.

2024 Ella and Friends: Nature Calls / Feature film / Production: Don Films, dir. Elin Grönblom / Casting for the title roles of kids group (main and side roles).

2023 Revenge / TV series / Production: Moskito Television , dir. Matti Kinnunen / Casting for minor roles with lines.

2023 Apathy / Feature film / Production: , dir. Lee Roy Kunz, Cru Ennis / Casting for extras and featured extras.

2022 Fleksaajat / Flexing / Reality/lifestyle TV series / Production: Brightland Group , dir. Timo Kuulasmaa / Casting and background journalism for guests.

2021 Transport / TV series / Production: Tekele Productions , dir. Auli Mantila / Casting for extras and featured extras, minor roles with lines.

2020-2021 Suomen huutokauppakeisari / Finnish Auction King /Reality/lifestyle series / Production: Aito Media / Casting and background journalism for celebrity and real person guests.

CASTING FOR COMMERCIALS (small selection)

Finnair 2023-2024 / Production: SEK & Director's Guild, multiple campaigns

Kulta Katriina 2024 / Production: Woodpecker Film

Fazer 2024 / Production: SEK Osasto

Lidl 2024 / Production: Breakfast Helsinki

Valio 2024 / Production: 61 North

Koskenkorva 2024 / Production: TBWA Helsinki

One Plus 2024 / Production: Kameron Helsinki

Stockman 2024 / Production: TBWA Helsinki

Wolt 2024 / Production: Veli Studio

Danske Bank 2024 / Production: TBWA Helsinki

Instrumentarium 2024 / Production: TBWA Helsinki

Specsavers 2023 / Production: New-land

Shell 2023 / Production: Grillifilms

Bolt 2023 / Production: Pablo Films

Allianz 2023 / Production: Get Shot Films

Fennia 2023 / Production: SEK Osasto

HK 2023 / Production: SEK Osasto

Skoda 2023 / Production: Nafta

Lidl 2023 / Production: Director's Guild

Juhla Mokka 2022 / Production: SEK Osasto

City of Vaasa 2022 / Production: Kind Company

Hartwall Jaffa 2022 / Production: SEK Osasto

Fennia 2021 / Production: SEK Osasto

Skoda 2021 / Production: SEK Osasto

HUS 2021 / Production: SEK Osasto