

Interview: Adriana Leonard & Carley Marcelle on 'Beta' Series

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CHICAGO – When two passionate content creators got together, they sought not only to produce a work of entertainment, but a higher philosophy within it. Co-Writers/Directors and Executive Producers Adriana Leonard and Carley Marcelle have created “Beta” A Digital Series, and they are about to launch it.

The creative pair are also the main characters. Delta (Marcelle) is an executive in a consulting firm with a scattered assistant named Lini (Leonard). When the job comes to a dead end, Lini convinces Delta to partner with her as entrepreneurs. Despite their opposing approach to process, the duo begin the grind of idea execution, fund raising and “working together.” From the peculiarities of start-up culture, to gender dynamics in business, to the particular complexities of millennial female relationships, “Beta” is a deep dive into the heart of evolving modern women.



Adriana Leonard & Carley Marcelle of 'Beta'
Photo credit: [BetaTheSeries.com](#).

Adriana Leonard and Carley Marcelle have long credentials in both media and other pursuits. Leonard has been a professional actor since after college and has over 20 credits in various television and film projects. Marcelle not only is an actor, but has worked in inspirational speaking, marketing and business strategy, and is a founder of Matutine, a digital media and community network.

The rollout for “Beta” includes a trailer that is available now, a comprehensive website with an invitation to preview events through their own hashtag, #BetaIn, which brings all the events and gatherings of the launch together. Click the links below for the details.

The series creators sat down for a video interview via Skype with Patrick McDonald of HollywoodChicago.com, as they talked about “Beta” and the impetus behind the fun story about a couple of souls trying to understand their truth.

In Part One, Leonard and Marcelle talk about the nuts and bolts of “Beta,” and the process of creation from idea to production.

In Part Two, the duo reflects on women empowerment, lessons learned and breakthroughs in their own careers.

“Beta” A Digital Series has its premiere in August, click on the website BetaTheSeries.com [19] for all the details. For the trailer to “Beta,” [click here](#) [20].



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