

# Lili Serio

[lilidserio.wixsite.com/design](http://lilidserio.wixsite.com/design)

208-494-4968

## EDUCATION

### Emerson College, B.A. Business of Creative Enterprises

September 2019 - May 2022

Specialization in Marketing, Minor in Interactive/Digital Media and Culture

- Honors student graduated Cum Laude (3.9 GPA), Dean's List (all semesters). Studied abroad in Lugano, CH (Franklin University Switzerland) and (Blanquerna School Of Journalism) Barcelona, ES.

Previous: **One Stone Design Thinking Program** (2016- 2019) and **Carnegie Mellon Pre College Design Program** (2018)

## EXPERIENCE

### Plucky, Main Title Design & Post Production, Burbank, CA

April 2023 - May 2024

Production Assistant, Executive Assistant, Social Media Coordinator

- *Executive and Production Assistant*
  - Managed and coordinated executive-level meetings, scheduling over 50 meetings over a year span, decreasing scheduling conflicts, and coordinating pre-briefings, taking notes, and following up on action items, resulting in a 20% increase in meeting productivity and relayed client expectations and requests to creatives
  - Coordinated creative team of 5+ design staff and freelancers on multiple projects simultaneously, assigning roles and managing client assets and communication, including file download and upload, wrapping, archiving, and storage cleanup.
  - Composed script coverage and notes 10+ on potential feature and television scripts during the developmental process, advising on structure, scenes, narrative, reactions, and characters.
  - Conducted research and analysis on potential vendors, industry trends (largely pertaining to AI) incorporating them into databases and provided 3 briefings with valuable insights and recommendations to the executive team, resulting in the implementation of 3 AI-based platforms for design ideation, and informed decision-making and improved strategic planning for executives.
  - Coordinated and executed logistics on behalf of executive team for company events including Holiday Party, 10th Anniversary Celebration, and office birthdays
- *Social:* Created 30-page comprehensive strategic branding and style guide for major social platforms, including database of over 100 former collaborators, managed production and created over 104 social posts within a 8 month span, including strategy, schedule, creative production, and copywriting captions– resulting in a 39% increase in followers via Instagram, (+~11% on LinkedIn and +~3% on Meta) and increased engagement rates of +~15% on all platforms.

### Without Exception Films, Unmuted Docuseries, *Beneath The Scars*, Beverly Hills, CA

September 2022 - December 2022

Docuseries Production Research Assistant (Dir. Michelle Borth) & Graphic Designer

- Researched and directed outreach and communication with 30+ global organizations, NGOs and individuals, screened over 10+ potential subjects for filming in camera tests, story potential, and director-led specifications
- Led database cultivation and created summarizing documentation distributed to a variety of stakeholders in a timely manner, increasing efficiency of docuseries production by 25%
- Demonstrated advanced organizational skills and grit as a production assistant (subject/celebrity driver and coordination) for 14+ hour days
- Designed 20+ social media graphics, logos, posters and other branding materials for various episodes and partnering NGOs

### Foxglove Film & Broken Stars Films, Boston, MA

April 2021 - May 2021

Production Design Assistant

- Analyzed, ideated, and created comprehensive 30+ prop list based on script
- Researched, gathered and prepared 5+ prop materials according to time period
- Built and created set pieces, backgrounds, and hand-crafted props in accordance with aesthetic and director's vision

### ArtsEmerson, Theater Company, Boston, MA

January 2020 - August 2022

Graphic Design & Marketing Assistant

- Conceptualized long term marketing strategies utilizing social media, streaming platforms, and blogs for 10+ shows, including 20+ branded graphics (posters, flyers, marquee, Instagram posts) and copy
- Researched and directed outreach for existing and developing partnerships towards 30+ organizations and individuals in Boston area
- Analyzed, organized, and transferred and uploaded content for new ArtsEmerson website via Wordpress
- Tracked, stored, reviewed and updated contents of 10+ years of data via existing and new databases

## AWARDS & ADDITIONAL EXPERIENCES

Sundance Volunteer (2021, 2022 & 2023), Women in Film Member (2022- 2024), Women in Motion Member, Emerson College (2020-2022), Northwest Youth Emmy for Short Form Nonfiction Piece

## SKILLS

**Technical Skills:** Adobe Illustrator, Adobe InDesign, Adobe Photoshop (Beginner), Premiere (Intermediate), Wordpress, Microsoft Suite, Google Suite.

**Post-Production Skills:** Filemaker Pro, Archiving, Wrapping and Storage, QC End Crawls, Credit Documents, and Final Renders.