

Sara Seryani

seryanisara@gmail.com | (313) 410-2636 | Twitter: @SaraSeryani | <https://www.saraseryani.com>

PROFESSIONAL EXPERIENCE

Social Lead at hi5.agency

JUNE 2023 – PRESENT 2023

- Spearheaded the ideation, execution, and management of multi-platform social media campaigns, including management of content calendars and asset production.
- Provided guidance and support to social content managers, community managers, and analysts empowering them to excel in their daily tasks.
- Utilized analytics to extract performance insights and dynamically adapt creative strategies in real-time.
- Functioned as the client's primary point of contact for all things social media, providing a clear and concise line of communication.
- *Clients: Prime Gaming, Google Pixel US, PAC-MAN*

Senior Social Content Manager at hi5.agency

SEPT 2022 – JUNE 2023

- Handle posting, engaging with, and scheduling content for multiple channels across social media platforms.
- Work closely with strategy, creative, and production teams to ensure client satisfaction.
- Contribute to content strategy and player-facing communications, including active engagement on official social channels, community channels and reactive messaging.
- *Clients: Google Pixel US, PAC-MAN, Diablo, Diablo Immortal*

Community Manager at MOCEAN

MAY 2021 – SEPT 2022

- Craft winning social strategies and captivating content for pitch decks and ongoing campaigns.
- Collaborate closely with creative, production, and strategy teams on campaign execution.
- Cultivate daily insights on upcoming platform updates, trends, and features utilizing platform native tools and listening softwares such as Listen First.
- Craft compelling copywriting for paid media, social media creative, and out-of-home assets, seamlessly aligning with the project's voice and tone.
- *Projects: The Sea Beast (Netflix) Midnight Mass (Netflix), King Richard (WB), 8-Bit Christmas (WB), Vikings Valhalla (Netflix), Mr. Malcolm's List & more.*
- *AOR Community Manager: RIOT Games Music, Spectrum Originals, Bed, Bath & Beyond.*

Social Content Producer at SoundCloud (Contract)

AUG 2022 – MAR 2023

- Conceptualize, script, film, and edit captivating short-form video content for TikTok, Instagram, and YouTube.
- Work alongside musical artists and their teams to co-create a social media campaign that authentically connects with the artist's fanbase and effectively communicates the brand's message.

Producer at Freelance

MAY 2018 – PRESENT

- Collaboratively produced engaging video and photo content with a diverse network of freelance film professionals, including cinematographers, directors, producers, and crew.
- Successfully managed all aspects of production, from ideation and filming to editing and photography, for musicians, brands, and publications.
- Strong technical skills in industry-standard software. (Adobe Premiere, After Effects, Photoshop,, Final Cut Pro, Davinci Resolve)

EDUCATION

Michigan State University

B.A. Media & Information, Concentration in Film Prod.
B.S. Computer Science