

LUCILLE SOLOMON

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EDUCATION - EMERSON COLLEGE · CLASS OF MAY 2023

B.A. - Business of Creative Enterprises · Minor - Marketing Communications · Alpha Epsilon Phi - Treasurer and Merchandise Chair · Student Admissions Representative · Emerson Fashion Society

SKILLS

Programs - Photoshop · Illustrator · InDesign · Premiere Pro · After Effects · Google Suite · Microsoft Suite · Asana · Slack · Sprinklr · Monday · Airtable · Shopify · Meta Business Suite **Abilities** - Video Editing · Motion Graphics · Rotoscoping · Graphic Design · Community Management · Pitch Deck Creation · Script Coverage · Copywriting · Customer Service **Social Media** - Instagram · TikTok · Twitter · Threads · Spill · Facebook

WORK HISTORY

SOCIAL MEDIA SPECIALIST AND EDITOR

JULY 2023 - PRESENT

UNFOLD AGENCY

- Create social media assets, including ideation, creation, and editing of video content, for high-profile clients like Warner Bros., Amazon Prime Video, Disney's Onyx Collective, Hulu, and Regal Cinemas
- Produce and edit engaging long and short-form videos, static graphics, and motion graphics, including promotional videos and junket/EPK interviews, using Adobe Premiere Pro, Photoshop, and After Effects
- Analyze social media trends and performance metrics to refine content strategies, collaborate with marketing teams to align with brand messaging, and contribute research-driven ideas

DIGITAL MARKETING INTERN

JANUARY 2023 - APRIL 2023

LEGENDARY ENTERTAINMENT

- Collaborated with the Legendary Marketing team on high-impact campaigns for Dune 2, The Machine, and the Monster-Verse Franchise, creating graphics, video assets, and pitch decks
- Managed the social media calendar to boost engagement and strengthen brand strategy, while developing and implementing social media strategies

MARKETING INTERN

JANUARY 2023 - APRIL 2023

ARRAY FILMWORKS

- Researched news sources and contacts to help build valuable relationships for the PR department and contributed to successful high-profile activations and screenings with A-list talent
- Designed visually compelling assets for ARRAY's Instagram, leading to reposts by high-profile accounts such as the NAACP and Ava DuVernay

ADMISSIONS OFFICE SUPERVISOR

JANUARY 2021 - JANUARY 2023

EMERSON COLLEGE

- Managed the call center of the Office of Undergraduate Admission, responding to emails, phone calls, and instant messages, delivering exceptional customer service that ensured authenticity and satisfaction
- Supported the Associate Director of Admission to guide prospective families during open house days

MERCHANDISING INTERN

MAY 2022 - AUGUST 2022

SIRIUS XM INC.

- Provided support to the Associate Merchandiser by handling customer service inquiries, handling large product orders, and addressing e-commerce/POS needs through Shopify
- Drove engagement for PodSwag's Instagram account by creating compelling content and facilitating community management, reaching 261% more accounts