

# RICARDO SERRANO

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## QUALIFICATIONS PROFILE

*“Producing Engaging Video Content & Fostering Brand Growth through Expert Editing & Interdepartmental Teamwork.”*

**Creative and results-driven Video Editor** with extensive experience conceptualizing, developing, and crafting high-impact video content for sports or media/entertainment industries. Proven track record of creating captivating short-form videos, integrating audio and visual elements, and managing complex projects from inception to completion. Skilled in collaborating with global partnerships, basketball operations, and legal teams to deliver compelling content that aligns with brand identity. Adept at utilizing current industry trends and best practices to enhance viewer engagement and maintain content relevance. Proficient in handling multiple responsibilities, including media archiving, asset management, and on-camera presence, while ensuring high-quality outputs. Passionate about storytelling and committed to driving innovation across various media formats.

### SKILLS

Video Content Production & Editing | Digital Content Management | High-Level Conceptualization | Graphics Integration  
File-based Production | Post-production Workflows | Media Asset Management | Media Composer  
High-Quality Content Production | Creative Video Editing | Media Production Assistance | Digital Media Content  
Post-Production Support | Internal Media Pipeline Coordination | Media Archiving & Strategy | Color Correction

## TECHNICAL SKILLS

**Video Editing:** Adobe Premiere Pro, After Effects, DaVinci Resolve

**A.I. Visual Generation Software:** Runway.ai, Dreamstudio.ai, Stable Diffusion, Ebsynth, Photoshop Firefly, Sora

**Photo/Graphic Editing:** Adobe Photoshop, Lightroom

**Sound Editing:** Adobe Audition

**Photography:** Digital and Film Photography

**Writing/Editing:** Newspaper Copywriting and Editing

## VIRAL VIDEOS

**Viral Videos for the Ronnie Coleman Signature Series:**

- *"Ronnie Coleman REACTS to Larry Wheels HEAVIEST LIFTS"* – Over 8M views.
- *"WTF!! Ronnie Coleman Gets Asked PP Size LIVE on Camera | Ronnie Coleman Ask Me Anything Ep. 3"* – 832,057 views.
- *"GOAT Bodybuilding Legends TRAIN TOGETHER | Arnold Schwarzenegger & Ronnie Coleman"* – Over 1M views.
- *"Ronnie Coleman REACTS to Kyriakos Grizzly's CRAZY A\$\$ Lifts"* – Over 2M views.

## EDUCATION

**Master of Arts (MA) in Digital Media**, University of Central Florida, Orlando, FL, Dec 2023

**Bachelor of Arts (BA) in Radio/Television Production**, Minor in Sports Business Management University of Central Florida, Orlando, FL, May 2019

**Associate in Arts (AA)**, Major in Journalism, Seminole State College, Orlando, FL, 2016

## PROFESSIONAL EXPERIENCE

Ronnie Coleman Signature Series, US

2021 – Present

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### *Video Production Manager*

Develop creative concepts and scripts for video content that align with brand messaging and marketing goals. Coordinate with athletes and influencers for video shoots, including scheduling, scripting, and directing on-set, leveraging a strong background in media production and content creation. Design and incorporate motion graphics, animations, and text overlays using Adobe Premiere Pro and After Effects to enhance video content and convey key messages.

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- Boosted brand visibility, gained over 1M new subscribers, and increased audience engagement and sales by creating and delivering engaging digital video content for the Ronnie Coleman Signature Series.
- Increased social media engagement and brand recognition through the strategic creation and deployment of visually compelling designs across YouTube, Facebook, Instagram, TikTok, Twitter, and LinkedIn.
- Enhanced brand storytelling by capturing and editing high-quality video content in the health, fitness, and sports supplements sectors for film and social media.

**ActivEngage Inc.,** Maitland, FL

**2019 – 2020**

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### *Marketing Associate*

Played a key role in shaping marketing strategies through participation in company meetings and bolstered the company's online presence by contributing blog content to the website. Built content for marketing materials, including blog posts, social media updates, newsletters, and promotional materials. Managed and updated social media profiles, including configuring post calendars, engaging with followers, and monitoring social media performance.

- Elevated social media performance and brand consistency by managing and designing content for company accounts like Twitter, Facebook, Instagram, and LinkedIn.
- Achieved significant growth in social media following by developing and distributing impactful content highlighting new innovations and promotional campaigns.

**Skystorm Productions,** Lake Mary, FL

**2018 – 2019**

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### *Production Intern*

Ensured timely setup of studio and on-location shoots by loading and unloading media and production equipment. Supported the production team with several tasks, including setting up equipment, managing props, and arranging filming schedules. Performed administrative duties such as filing, organizing paperwork, and maintaining production records. Conducted research for upcoming projects, including location scouting, gathering reference materials, and analyzing similar productions.

- Accelerated media production and facilitated routine operations by handling talent call logistics and providing essential support throughout the production process.
- Maximized overall production quality and efficiency by gaining practical experience in various aspects of studio production and contributing to a diverse range of projects.

**UCF Athletics Association Inc.,** Orlando, FL

**2017 – 2017**

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### *Operations Associate*

Guaranteed a welcoming experience for guests and students by facilitating smooth entry through ticket acceptance and gate operations management. Supported athletic event operations by assisting with day-to-day tasks, including crowd management to ensure a safe and organized environment.

- Enhanced event readiness and guest satisfaction by setting up and breaking down facility items at every athletic event.

- Improved the visual appeal and organization of the Knights football field at Spectrum Stadium by assisting in painting and coordinating field arrangements.

## ADDITIONAL EXPERIENCE

**Post Event Operations Associate** | Global Spectrum Facility Management, L.P.

**Stock Associate/Cashier** | Harbor Freight Tools **Stock**

**Associate** | Ross Stores, Inc.