

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 · Canva · Google Workspace · Microsoft Suite · Asana · Slack · Sprinklr · Monday · Airtable · Shopify · Meta Business Suite **Abilities** - Video Editing · Motion Graphics · Graphic Design · Community Management · Pitch Deck Creation · Script Coverage · Copywriting · Customer Service **Platforms** - Instagram · TikTok · X · Threads · Spill · Facebook · Discord · Bluesky · Youtube · LinkedIn · Discourse · Pinterest

WORK HISTORY

SOCIAL MEDIA AND MARKETING SPECIALIST

JULY 2023 - PRESENT

UNFOLD AGENCY

- Work with high-profile clients such as DC Comics, Hulu, Disney, Warner Bros. Home Entertainment, ABC, and Regal Theatres, to ideate and execute integrated marketing campaigns across digital platforms.
- Create social assets from inception to completion, including video assets, static assets, social media trends, evergreen posts, skits, junket interviews, and event coverage, utilizing Adobe Creative Suite.
- Manage content calendars, schedule posts, and lead community management, ensuring brand voice consistency while fostering audience interaction.
- Collaborate with cross-functional teams, including marketing and creative departments, to ensure content aligns with brand messaging, campaign objectives, and target audience engagement strategies.
- Boosted Regal Theatres' social media engagement by over 100% and generated over 1 million organic views on multiple assets.

DIGITAL MARKETING INTERN

JANUARY 2023 - APRIL 2023

LEGENDARY ENTERTAINMENT

- Assisted in social media strategy, content creation, pitch deck creation, and audience engagement for major film and TV campaigns such as Dune 2, The Machine, and the Monster-Verse Franchise.
- Managed the social media calendar to boost engagement and strengthen brand strategy, while developing and implementing social media strategies.
- Researched industry trends and digital innovations to enhance campaign effectiveness.

MARKETING INTERN

JANUARY 2023 - APRIL 2023

ARRAY FILMWORKS

- Researched news sources and contacts to help build valuable relationships for the PR department and helped with in person event coverage for 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.

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.