

# SCE

## SALEENA CERRILLO

*office assistant*

san francisco, ca  
b.a. broadcast journalism  
*san francisco state university*



### work experience:

*wealthy wellthy podcast producer*

- coordinated with producers and on-air talent to create program content
- edited episodes to create an appealing experience for the listener
- developed schedules for production, editing and duplication
- created graphics to showcase guests

*collectively real podcast producer*

- built broadcast storylines to interest listeners and grow station audience
- created website from scratch to engage with the audience
- edited audio from all parties to create a compelling story

*entercom san francisco digital coordinator*

- provided voice-over talent for commercial breaks to expand station's branding for Q102, Alice 97.3 and KCBS radio
- increased listener engagement through creating contests
- planned event/concert listings with Q102 and 95.7 The Game
- tailored scripts for prize fulfillment for on-air personalities
- structured email blasts weekly for audience unification
- established, initiated and optimized business development strategies based on company targets, product specifications, market data and budget factors

*radivision content coordinator*

- researched articles, videos, and podcasts of entrepreneurs to help give advice to new business owners
- synthesized content to be parallel with what is relevant to the brand
- collaborated with team members across the world (Egypt and Dubai) to maintain a singular vision for the company

### best design tip:

there's nothing wrong with a bit of clutter in the right places

### favorite pattern:

polka dots

### best advice:

If you wouldn't write it and sign it, don't say it.

### hidden talent:

making the best of anything—whether an outfit, home décor, life happenings— all of it

### if it's the last thing i do...

I will move to the countryside of Italy!

### trip of a lifetime:

freely traveling through europe— not pressed for time— merely enjoying all of its offerings + cultures