

Riley Lio

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PROFESSIONAL EXPERIENCE

Marketing Intern, *VERSEAS*

August 2024 - Present

- Developing, ideating, and executing brand awareness campaigns for the U.S market across Instagram and TikTok
- Strategizing brand presence across social media platforms, focusing on high brand positioning and fashion education
- Conducting influencer collaboration outreaches, managing relationships, and overseeing giftings
- Conducting weekly market research of competitors and trends to filter for timelessness and authenticity
- Creating short-form content of newly released collections, ranging from photography, videography, and copy

Freelance Actor/Model, *Osbrink Agency, A&R Management* | *Separate portfolio upon request*

August 2007 - Present

- Collaborated with 100+ producers, writers, and actors to execute storytelling or a brand's image
- Learned efficient and powerful production across print, commercial, showtime, and voice over mediums
- Memorized and embodied roles deriving from a simple storyboard to a writer's personal explanation

Freelance Designer, *Self-Employed*

November 2022 - Present

- Oversee the end-to-end design process from concept to delivery to ensure projects are completed on time and within budget based on client needs and goals
- Engage with clients to understand their vision, goals, and requirements, tailoring for appropriate mediums
- Create brand kits highlighting key values of the business and creating a sense of identity

Director of Events, *American Medical Student Association*

July 2023 - Present

- Managed the planning and execution of events, including hands-on workshops, guest speakers, and inter-club collaborations
- Revived club status through AMSA merchandise, branding, and materials
- Acted as liaison to shadowing/internship opportunities and resources
- Create digital fliers and photographed content to be posted to social media platforms

Medical Intern/Scribe/Assistant, *East West Medical Group*

January 2024 - May 2024

- Conducted a presentation on hair loss concerning the anatomy, diagnosis, and East/West solutions to the board
- Assisted healthcare providers in patient examination and treatment procedures, including escorting patients to examination rooms, obtaining medical history, and preparing patients for examination
- Shadow and understand medical administration through: MDs, acupuncturists, chiropractors, MAs, and massage therapists

Office Aide, *Pacific Pulmonary Medical Group, Riverside*

June 2023 - August 2023

- Aided the front desk assistant with scheduling appointments, accurate record-keeping, and patient first point of contact
- Created a manageable workload for the phone operator team, providing empathetic client experiences

SKILLS

Softwares: Adobe Creative Suite, Dropbox, Canva, Microsoft 365, Mac/WindowsOS, Sony Cameras, Capcut, Final Cut Pro, Procreate, Basic Python, SPSS Statistics

CERTIFICATIONS

HubSpot Academy: Social Media Marketing Certified

Issued: August 2024

Google Ads: Creative/Display/Apps Certified

Issued: August 2024

EDUCATION

California State University, Fullerton

August 2020 - December 2024

B.S. in Public Health

Cumulative GPA: 3.7

Academic Standing: Dean's List

Memberships: Physician Assistants Coming Together Club, American Medical Student Association, Pre-Health Mentee Program, Eta Sigma Gamma