

Ric Serena / Director

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COMMERCIAL & PROMO

Over 10 years directing and 17 years editing numerous award-winning network promos, commercials and music videos. The body of work encompasses a variety of genres including documentary & lifestyle, comedy, animation, miniatures and VFX. Highlights include:

- Propane Energy Resource Council National Commercial (2024 & 2022)
- Farmer John “So California” Commercial (2023)
- Bass Reeves – Launch Teaser (2023)
- Drew Barrymore Show S3 Launch Promo (2022) *Winner of Daytime Emmy Award*
- Wrestlemania 38 & 39 Show Opens featuring Mark Wahlberg (2022) and Kevin Hart (2023)
- Picard S3 Teaser (2022) Premiered at 2022 San Diego Comic Con
- ET “Treat Yourself to a New Season” Promo (2021) *Winner of Daytime Emmy Award & Telly Award*
- DISH Network Commercial featuring Phil Keoghan (2021)
- The Stand Launch Promos for Paramount+ (2020)
- Twilight Zone Teaser featuring Jordan Peele that aired during the 2019 Super Bowl
 - *Winner of multiple Promax Awards and a regional Clio Award*
- Are You Smarter Than a 5th Grader Nickelodeon Promo (2019) *Winner: Promax Silver*
- CBS/Viacom Upfront Presentation featuring Liev Schreiber (2019) *Winner: Promax Gold Award*
- Kevin Can Wait Launch Promos for CBS with Kevin James (2016)

NARRATIVE

- *Radio Silence* (2023) - Short Drama written by & starring Nakia Secrest
 - *Multiple festival award winner & Finalist 2023 HBO Short Film Showcase*
- *Dolly* (2022) - Short Comedy featuring and written by Stephnie Weir
- *The Rental Agency* (2022) - Short Comedy featuring Ruth Rudnick & Brian Kiley.
- *Kinder Go Wild Series* (2021) - Scripted Web Series for Kinder Family Entertainment that includes live-action and stop-motion storytelling.
- *Game On* (2021) - Short Comedy our family shot entirely self-contained during quarantine.
- *Be My Therapist* (2019) – Series of short comedies featuring Mary Gallagher & Brian Kiley
- *Eleven Year Itch* (2014) - Series of short comedies starring Stephnie Weir and Bob Dassie.
- *Swallow* - (2012) - Short comedy featuring Paolo Andino, Rebecca Wisocky & Tom McGowan.
- *Trigger Happy* - (2009) - Short film starring Ross Marquand & Nakia Secrest

DOCUMENTARY

- *My Indiana Muse* (2018) - Hour-long documentary that won 10 “Best of” awards during the 2018/2019 festival season.
- *Mile... Mile & A Half* (2013) -Award-winning, feature-length documentary screened in more than 50 U.S. cities, released on iTunes, Amazon Prime, Netflix and National Geographic and continues to be listed as one of the “Top 10 Outdoor Films” by Outside Magazine.
- *Dave Lefner* (2008 short) Vimeo Staff Pick & Aired on KCET’s Artbound
- *Czappa* (2015 short) Vimeo Staff Pick & Savannah Film Festival Official Selection
- *Noatak* (2015 short) - Banff Film Festival Premiere, Nat Geo’s Short Film Series
- *Faces of Food Forward* (2018) - Online documentary series celebrating the non-profit Food Forward’s 10th Anniversary.

AWARDS & ACKNOWLEDGEMENTS

DGA Member / 2x Daytime Emmy Award Winner / Clio Bronze Winner / HBO Short Film Showcase Finalist 2023 / Telly Silver Award / Addy Regional Gold Winner / Multiple Promax Award Winner / 2x Vimeo Staff Pick