



LILY OCQUE

EXPERIENCE

ATLAS LENS CO Marketing Intern

Sept 2024 - Dec 2024

- Pitched and edited many social media reels, for brand storytelling and edited using Adobe Premiere Pro
- Represented the brand at 5+ industry meetups, growing engagement and outreach by 30%

FILM VIDEO ANIMATION STUDENT ASSOCIATION (FVASA) President

Dec 2022 - Current

- Student Leader for the Film and Animation Students
- Led planning and execution of semesterly film screenings, managing logistics, scheduling, communication visuals, and equipment operations, operating under Dolby Systems and OBS Software
- Communicate between coworkers and professors to establish events for the students in the School of Film and Animation

TEACHING ASSISTANT School of Film and Animation

September 2025 - Current

- Aided the professor in teaching foundation-level courses
- Lead the students in the understanding of the concepts taught in the class as needed

SELECTED PROJECTS

COCA COLA REFRESHING FILMS RIT HOWS THE VIEW?

First Assistant Camera - Worked alongside a professional crew in a fast-paced commercial production environment. Supported camera team with lens changes, focus pulls, and on-set logistics for Coca-Cola's student film initiative.

FISHY PATCHWORK X LILAC FESTIVAL PRACTICE CASE STUDY

Practiced creating an advertising campaign for two local Rochester entities, Fishy Patchwork and the Lilac Festival. Utilized skills such as Case Analysis Research, Strategic Thinking, Brand Management, Communication, and Storytelling

TIME BEATS ITS WINGS | SHORT FICTION FILM

Director and Co-Producer - Directed and co-produced a narrative short exploring themes of music and friendship. Managed pre- through post-production, oversaw casting, coordinated schedules, and led a crew of 12 in a professional workflow.

ABOUT ME

Motivated, creative, leader in storytelling media, advertising, and public relations, with a strong passion for impactful storytelling. Eager to explore innovative ways to craft, organize, and share meaningful messages across diverse formats and platforms.

CONTACT

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SKILLS

- Adobe Premiere Pro
- Writing and Storytelling
- Project Management
- Adobe Photoshop
- Trello
- Notion
- Photography
- Client Communication
- Team Leadership
- Social Media Management

EDUCATION

Rochester Institute of Technology
Film Production BFA
Advertising and Public Relations Minor
GPA 3.5