ADRIANA SERRANO
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MEDIA, STREAMING & OPERATIONS LEADER

Media and technology operations leader with 15+ years of experience across streaming, broadcast television, digital media, and content supply chain operations. Proven track record leading global teams, managing $9M+ budgets, optimizing SLA-driven performance, and scaling platforms that support live, on-demand, and high-volume content delivery.

CORE EXPERTISE

Media & Streaming Operations • Quality Assurance & Testing • Product & Engineering Partnerships • Video Playback & Streaming Reliability • DRM & Ad-Supported Streaming • Incident Management & Root Cause Analysis • Program Leadership • Workflow & Process Optimization • Vendor Management • Budget Ownership • CMS/DAM Systems • Live Event Operations

PROFESSIONAL EXPERIENCE

CELEBRITY CRUISES | Miami, FL
Manager, Broadcast & Media Operations | 2025–Present

- Lead fleetwide Broadcast & Media Operations across 15 vessels supporting content delivery, programming, and onboard media systems.
- Manage a $9M+ operational budget spanning programming, production, maintenance, and capital planning.
- Drive modernization initiatives across IP distribution, digital signage, and next-generation broadcast infrastructure.
- Partner with IT, Procurement, Product, and Entertainment leadership to improve reliability, scalability, and operational performance.

TESTLIO | Remote
Freelance Quality Assurance Tester | 2024–Present

- Perform functional, regression, exploratory, and user acceptance testing across web, mobile, and connected TV platforms.
- Validate user experiences across iOS, Android, web, and OTT environments.
- Document defects, verify fixes, and support release readiness activities.
- Collaborate with distributed engineering, product, and QA teams to improve software quality and user experience.

NBCUNIVERSAL / PEACOCK | Stamford, CT
Senior Manager, Video Operations – Global Streaming Technology | 2022–2024

• Led three managers and a 40+ person 24/7 Digital Network Operations Center supporting Peacock live events, VOD, and linear streaming services.
• Served as operational lead for Sunday Night Football, FIFA World Cup, Premier League, and other Tier 1 live events.
• Directed rollout and operationalization of monitoring and telemetry platforms across Peacock, SkyShowtime, and Showmax.
• Managed streaming reliability, SLA performance, incident response, and vendor quality programs across large-scale streaming environments.

HEARST MAGAZINES | New York, NY
Senior Director / Director, Post Production & Operations | 2020–2022

• Directed centralized video operations supporting 23+ brands across hybrid cloud and on-premises environments.
• Owned content operations, staffing, budgeting, scheduling, and media workflow architecture.
• Implemented enterprise CMS/DAM solutions and negotiated strategic vendor partnerships.
• Improved operational efficiency through workflow standardization and process optimization.

WILD SKY MEDIA | New York, NY
Director, Post Production | 2018–2019

• Led post-production operations across multiple digital brands and launched an international branded content studio in Bangkok.
• Managed creative operations, workflows, staffing, scheduling, and delivery pipelines.

ADDITIONAL EXPERIENCE

Leadership roles across NowThis, VICE Media, CBS, NBCUniversal, A+E Networks, and The Mill (Technicolor), supporting content operations, quality control, media management, post-production, and global content distribution.

SELECT ACHIEVEMENTS

• Technology & Engineering Emmy Award Recipient
• Webby Award Recipient (Diversity & Inclusion)
• Led operational support for major global streaming events including NFL, FIFA World Cup, Premier League, and Olympic-scale broadcasts.
• Implemented enterprise workflow modernization initiatives across media organizations ranging from startups to Fortune 500 companies.

EDUCATION

MFA, Television Production | Brooklyn College
BA, Graphic Design & Film Studies

LANGUAGES: English (Fluent) | Spanish (Fluent)