
Serena Farrell

Esports Manager, Commentator, & Broadcaster

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SUMMARY

With my first-hand experience in many facets of esports, I bring a comprehensive understanding as to what makes esports outstanding. My knowledge in both music and event production provide me with a technical edge and an ear for perfection. Working with people of all ages and backgrounds has allowed me to develop strong interpersonal skills, and my volunteering experience has sharpened my skills in the field. I am eager to put myself in challenging scenarios and learn new abilities.

EXPERIENCE

Keyano College - Fort McMurray, AB - *Overwatch Team Manager*

APRIL 2023 - PRESENT

- Schedule organizer, player mental coach and advocate, and community lead
- Strong leadership, motivating players to become their best
- Ability to resolve player conflicts and create positive team culture

Animethon - Edmonton, AB - *Gaming Tournament Director*

MARCH 2023 - PRESENT

- Event organizer and staff manager
- Created, scheduled, and produced 7 tournaments over 3 days
- 150+ competitors & 200+ concurrent live spectators

Freelance Caster - Remote - *Play By Play/Colour Commentator*

JANUARY 2021 - PRESENT

- Overwatch - Worked for organizations such as Esport Canada, The Esport Company, and Champria
- Smash Bros. - Worked for tournaments such as Canakup and Alberta Esports Expo
- Flexible across games (Overwatch, all Smash Bros., Call of Duty, Valorant)

Various Events - Edmonton, AB - *Smash Bros. Tournament Organizer*

SEPTEMBER 2022 - AUGUST 2023

- Player registrar and tournament coordinator
- Worked at Canakup 2023, Alberta Arcadian 2022, and various local weeklies
- Ability to manage tournaments of 200+ people

University of Alberta - Edmonton, AB (Remote) - *Overwatch Game Representative & Team Manager*

JULY 2021 - MAY 2023

- Schedule organizer, player relations manager, and event coordinator
- Self-produced broadcasting, game observing, and commentating simultaneously; knowledge of proper audio/visual production
- Experience in streaming to audiences of 100+ people

EMPLOYMENT

YEG Closets and Glass - Edmonton, Alberta - *Glass Installer Assistant*

APRIL 2023 - JULY 2023

- Lifting, handling, and installing multiple types of glass showers and railings
- Customer service speaking directly with clients

Toys “R” Us - Warehouse Associate

MARCH 2022 - APRIL 2023

- Lifting, handling, and loading items up to 50lbs
- Customer service, aiding customers in store and over the phone

EDUCATION

Keyano College - Fort McMurray, AB - *Business Administration Esports Management, Year 1*

SEPTEMBER 2023 - PRESENT

MacEwan University - Edmonton, AB - *Bachelor of Music, Year 1*

SEPTEMBER 2022 - APRIL 2023

Archbishop MacDonald High School - Edmonton, AB - *High School Diploma*

SEPTEMBER 2018 - JUNE 2021

CERTIFICATIONS

DEL F A2 French Certification

JUNE 2018

- Conversant in French