

[Link to Season 1](#)
[on YouTube now](#)

*could be
worse*

created by Ariana Parsa, Dylan Skolnik, and Valerie Marienko

could be worse

Season One Production

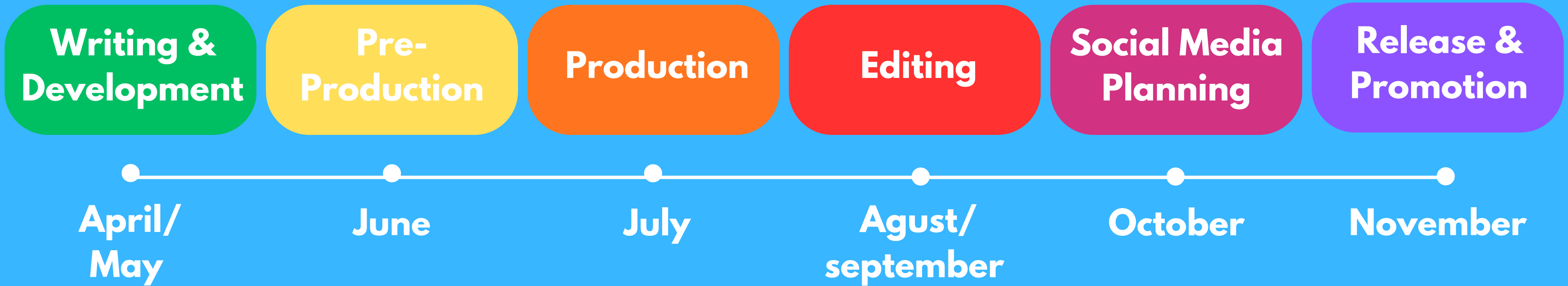


“Could Be Worse” is a comedic web series that was shot and released in 2025



The show follows three best friends - Aya, Max, and Christie - as they navigate the absurdities of everyday life in LA, trying to make it in entertainment - without losing their cool or each other.

2025 Production Timeline



Budget
\$30k

Shoot Days
6

Locations
10

Crew Hired
12



Season One Episodes

Episode Length: 6-13 minutes

Total Runtime: 57 minutes



Main Characters

Their dynamic as a trio and the way they complement one another is the heart of the series



Aya
(Ariana Parsa)

Max
(Dylan Skolnik)

Christie
(Valerie Marienko)



Aya

(Ariana Parsa)

An actress living at home with her overbearing Persian mother, who struggles to be taken seriously by casting directors that only see her as the “funny friend.”

Comedic Style: dry and sarcastic

[Link to character clip](#)



Max

(Dylan Skolnik)

A nice Jewish indie filmmaker who has to deal with an annoying influencer boss in order to support himself and his passion projects.

Comedic Style: dorky and endearing

[Link to character clip](#)



Christie

(Valerie Marienko)

A Ukrainian actress and model fighting to be seen as more than a pretty face, while also navigating her grandmother's relentless pressure to produce great-grandchildren.

Comedic Style: zany and eccentric

[Link to character clip](#)

Supporting Characters



Aya's Mom
Always bringing the heat



Ricky
The trio's flamboyant bartender



Lisa
Max's love interest and
Aya & Christie's nemesis



Volodymyr
Christie's love interest and
notorious momma's boy



Derek
Max's absurd influencer boss

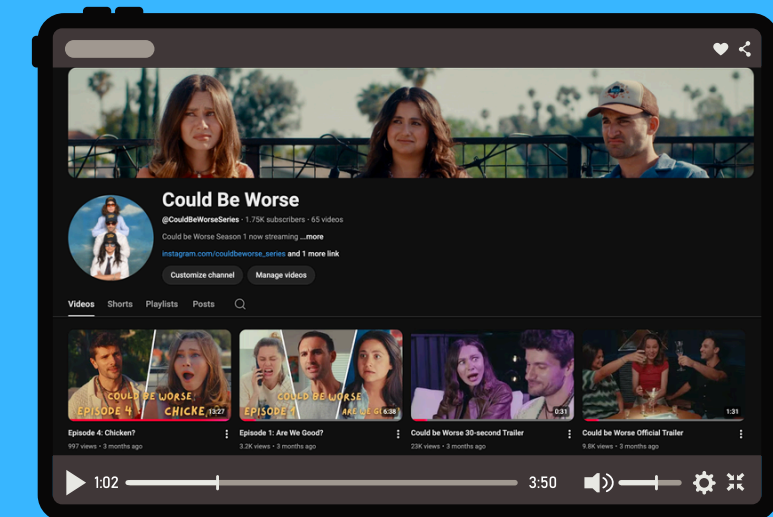
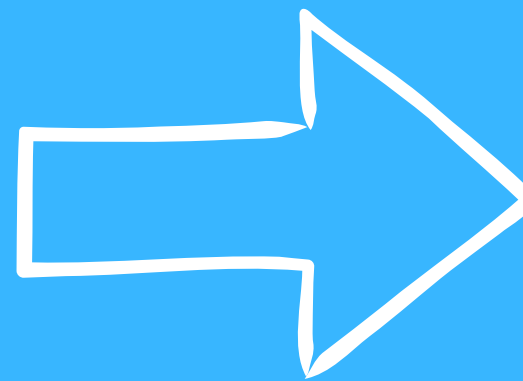
could be worse

Business & Strategy



Launch Strategy

Utilize Instagram, TikTok, & YouTube Shorts to build an audience through both organic and paid marketing strategies and drive traffic to the “Could be Worse” YouTube channel.



Larger Strategy

Build a creative ecosystem and a para-social relationship with our audience

Market “The Product”

Well-produced relatable
comedic entertainment

Grow “Could be worse” as a brand

Centered around: indie filmmaking,
friendships, failing upwards, pursuing
a dream & navigating Hollywood

Continued Narrative Development

Season 2 script complete



Social Media Content Production

Build a scalable content
machine designed for virality

Community Engagement

In-person events and
marketing activations

Strategic Partnerships

Locations, wardrobe, cast

Merch Sales

Hats, tote bags,
stickers, t shirts

Social Metrics (Ongoing)



1,754 subscribers
66 videos
187k views
870 hours of watch time

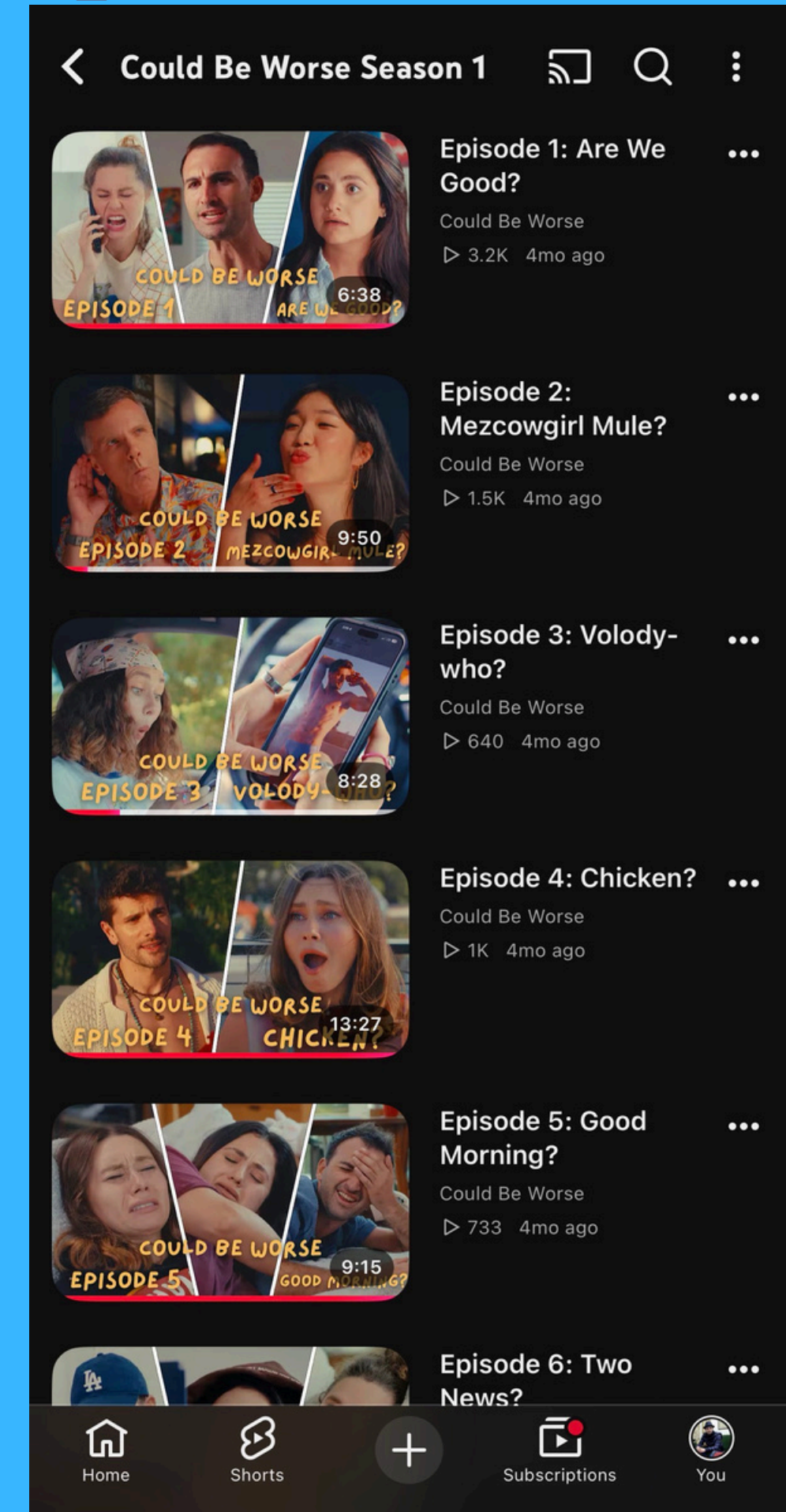
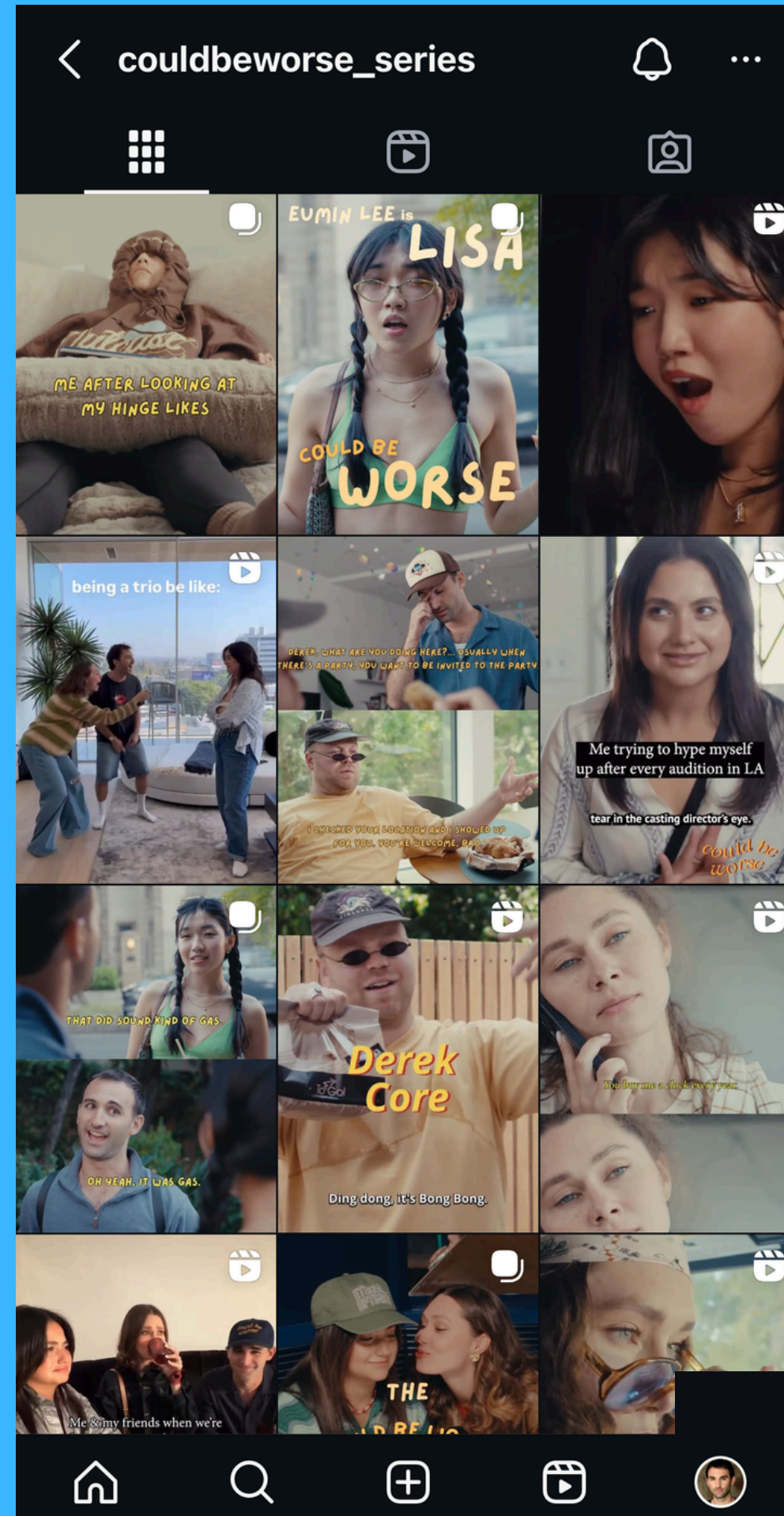
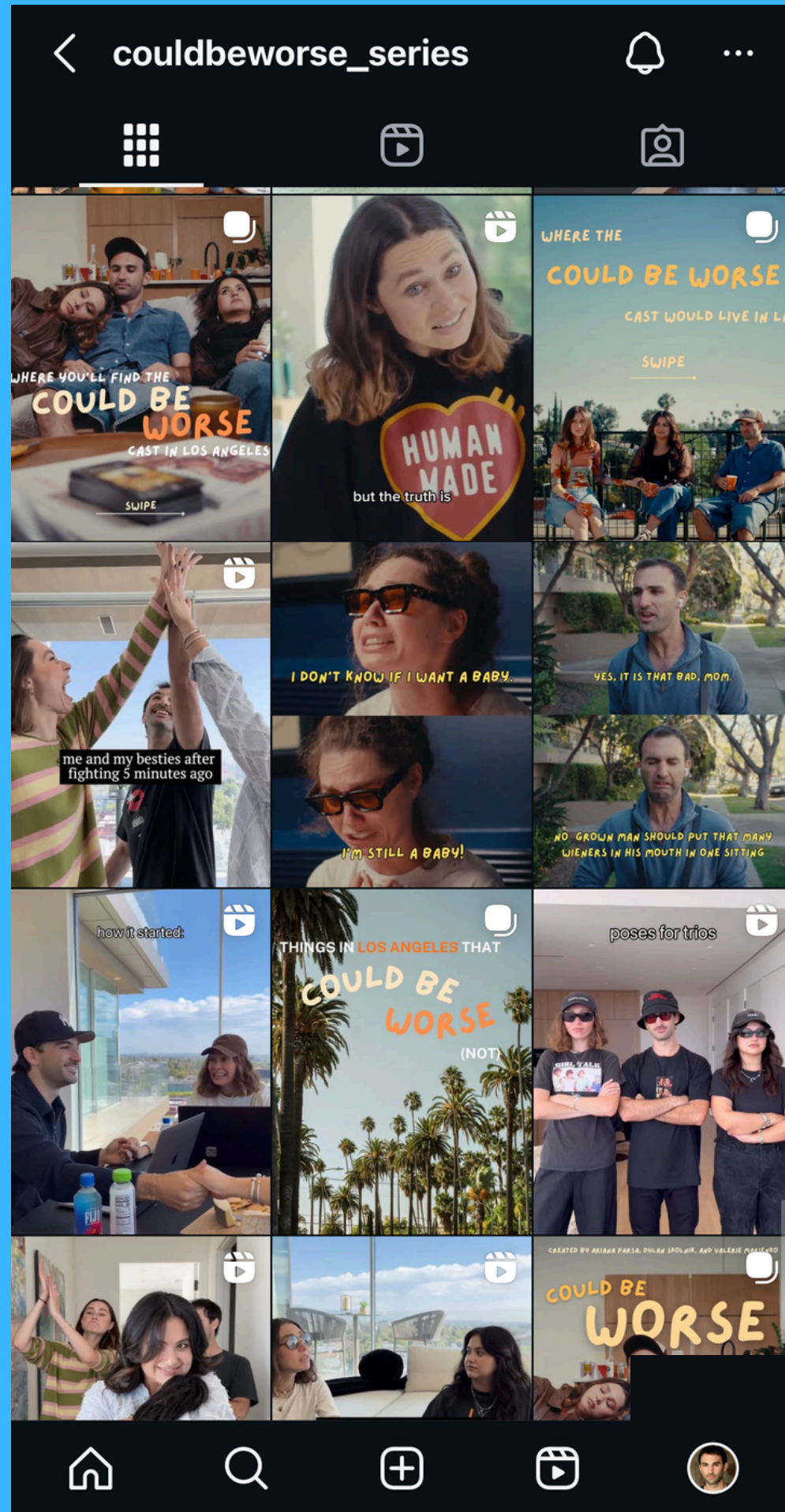


1,614 followers
81 posts
2 videos with >1M views
9.4M views total



57 followers
93 posts
2,817 likes
30k views

Social Content Examples



Engagement & Feedback

efr0n 6w · ❤️ by author
Ohhh I need to watch asap
Reply

fridaherr 6w · ❤️ by author
Ready to watch! Can't wait ✨
Reply

tanyamalkani 6w · ❤️ by author
CANT WAIT TO WATCH!!!!
Reply

marjan.azodi 6w · ❤️ by author
Can't wait to watch !!! 🎬🎥🍿🍿
Reply

volodymyrpielikh 1w · ❤️ by author
Season 2 please!

olga_tereshchenk_o 6w · ❤️ by author

michaelamostly 6w · ❤️ by author
Okayyyy bong bong 😊😐😊😐
Reply

@maxwell8963 · 10d ago
Favorite new series 🥰😭
👍 1

• 1 reply >

@DD-rl4sn · 3w ago
Such a wonderful team! It was a true delight to enjoy a refreshing comedy, especially in a time when we are surrounded by so

@maxwell8963 · 10d ago
season two 🙌.. Season two... 🙌SEASON two... 🙌
SEASON two ... 🙌SEASON TWO 🙌SEASON TWO 🙌
👍 1

delaragitibin 3w · ❤️ by author
i'm dead 😭😭😭
Reply

cantbetam_ed 3w · ❤️ by author
😂😂😂😂 looks so funny
Reply

Reply to cantbetam_ed

nikiravari 3w · ❤️ by author
I'm so excited
Reply

mariverorod 3w · ❤️ by author
FINALLYYYYY
Reply

@shervinazodi7984 · 3w ago
Can't wait for more episodes ❤️
👍 1

briannapeeples 3w · ❤️ by author
Actually crying 🤔🤔
Reply

bijanshem 2w · ❤️ by author
Hahah this is great
Reply

Reply to bijanshem...

korol.anastacia 3w · ❤️ by author
😂😂😂
Reply

azinkhaniani 2w · ❤️ by author
😂😂
Reply

yisethbrendlinger 3w · ❤️ by author
😂😂😂😂
Reply

cgitibin 5w · ❤️ by author
🔥🔥🔥🔥🔥
Reply

joeyrogoff 6w · ❤️ by author
🔥🙌
Reply

b.happylove 6w · ❤️ by author
🙌🙌🙌🙌
Reply

@EjayMenchavez · 3w ago
THAT'S MY BEST PICTURE OF US
HAHAHAHAHAHAHAHAHH Volody-who

Vertical Episodes Strategy

We are also experimenting with posting episodes of the show on Instagram, TikTok, and YouTube Shorts as 1-minute vertical clips. We can monitor activity of these posts and boost any that might go viral. These “mini episodes” post daily and point viewers to watch the entire series on YouTube.



couldbeworse_series

ep 1 part 1
meet aya.
rising star. stay-at-home actor.

parts 2+3 tomorrow.


#couldbeworse #webseries #indiecomedy #shortseries

February 3

↑ ↓ All People you follow Verified

ali_roenthal 1w
obsessed

azinkhaniani 1w



couldbeworse_series

ep 1 part 2
we'd introduce you to derek,
but you already know a derek.

full episodes on youtube.

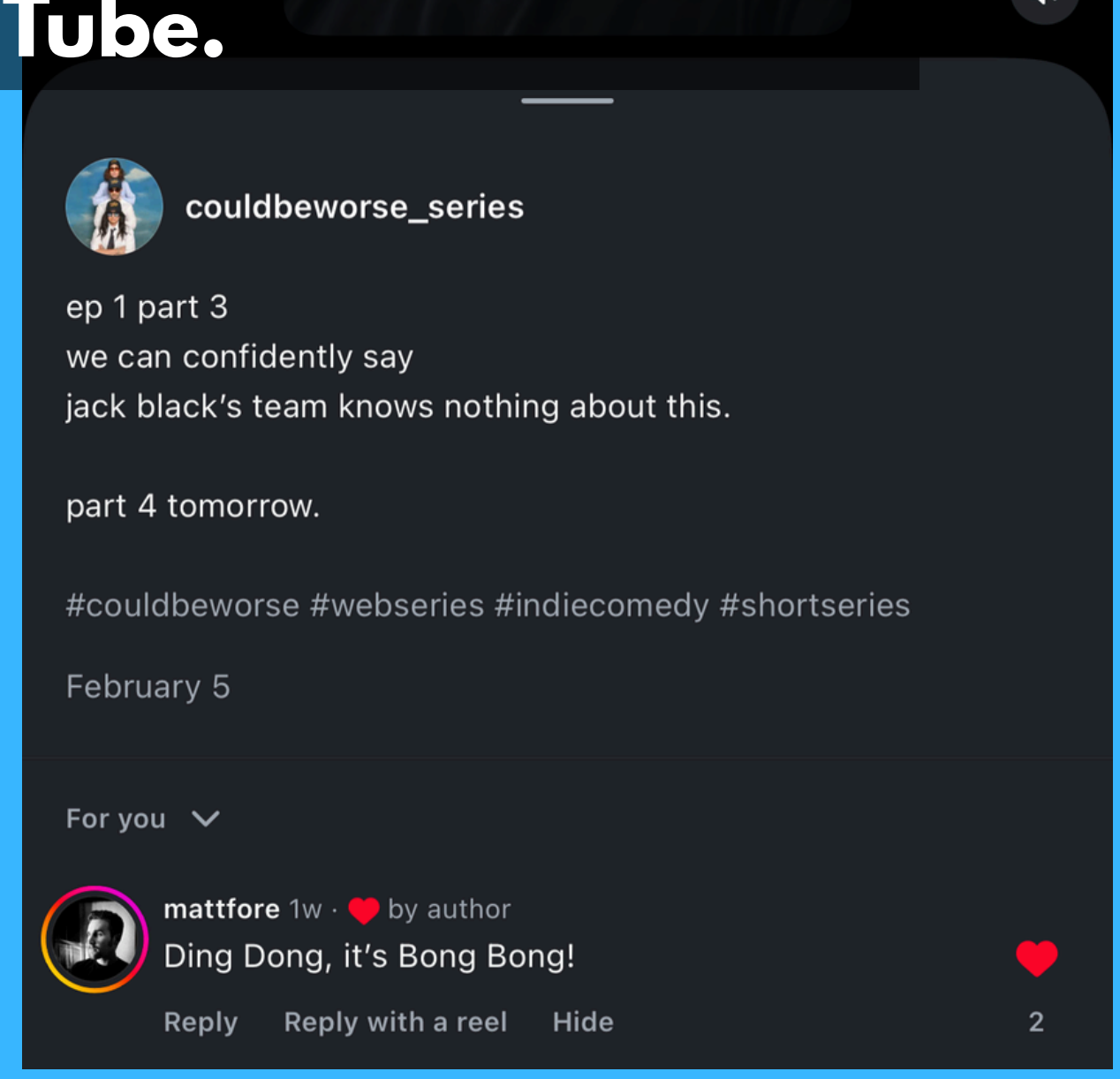
#couldbeworse #webseries #indiecomedy #shortseries...

February 4

For you

azinkhaniani 1w · ❤️ by author

kameliaparsa 3d



couldbeworse_series

ep 1 part 3
we can confidently say
jack black's team knows nothing about this.

part 4 tomorrow.

#couldbeworse #webseries #indiecomedy #shortseries

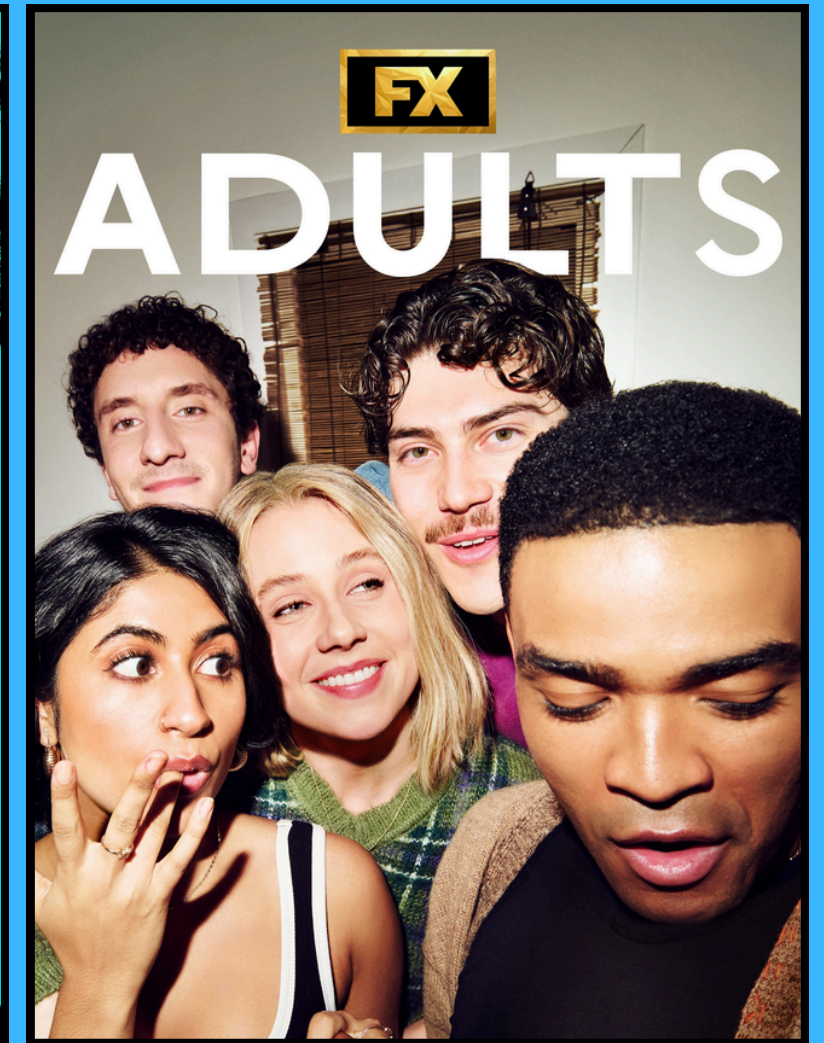
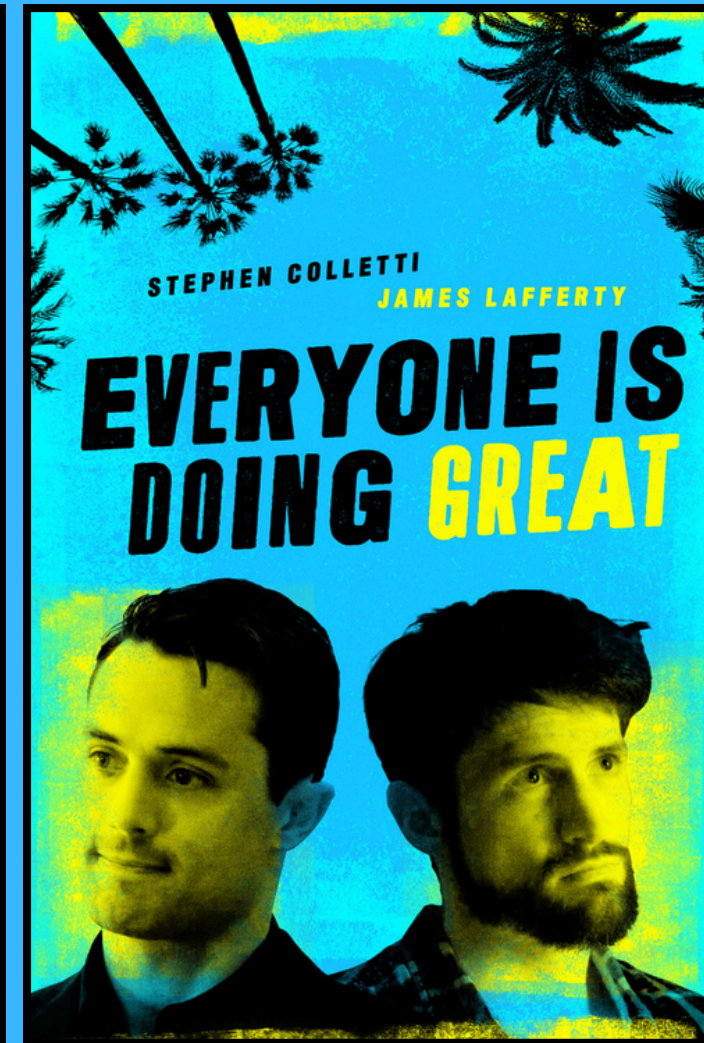
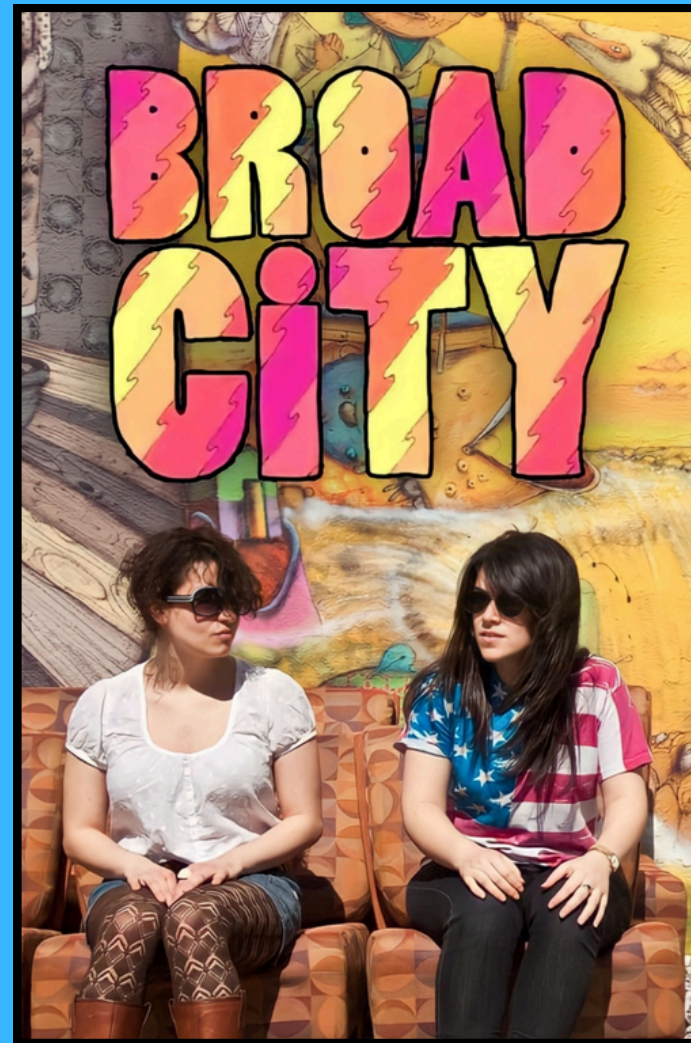
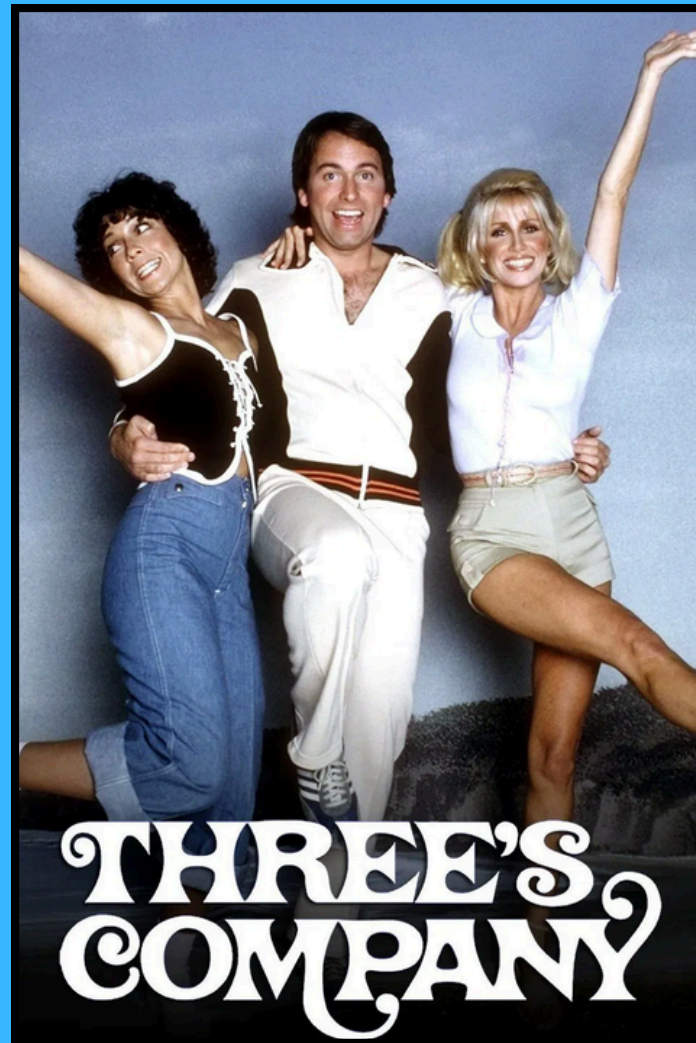
February 5

For you

mattfore 1w · ❤️ by author

Ding Dong, it's Bong Bong!

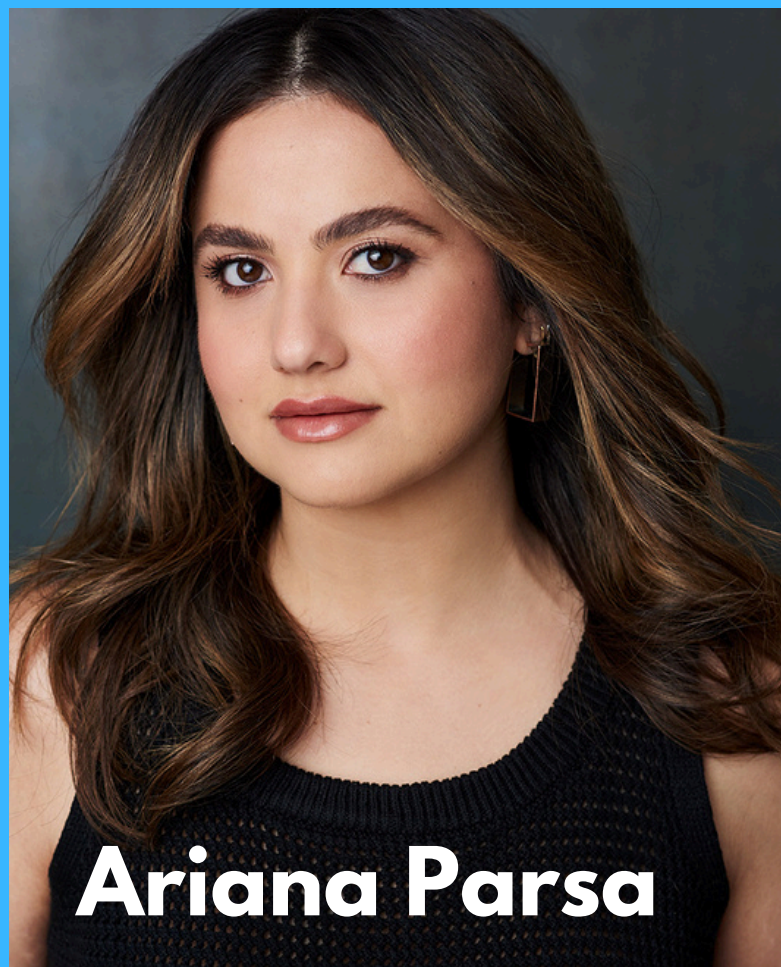
Comps



Target Audience
Male and female, ages 18-45

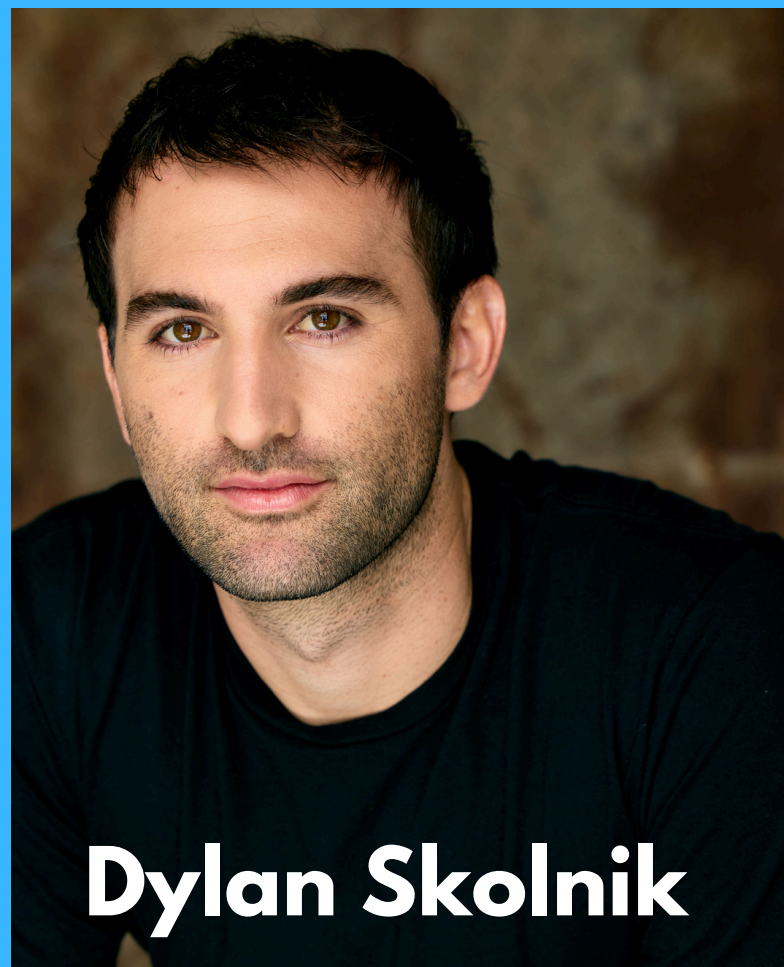
With our diverse cultural backgrounds and mixed gender cast, we appeal to a wide range of audiences and touch on a number of current issues facing our generation.

About The Team



Ariana recently executive-produced and acted in two Joe Swanberg films with stars such as Dakota Fanning and Jake Johnson, and wrote & directed her own short film, “Chingu? Doost.”

She earned both her undergraduate and graduate degrees at USC and built a career in PR at NBCUniversal before being drawn to pursue her great love for comedy.



Dylan is a UCLA Film alum with a passion for writing comedy and storytelling. From a young age, Dylan has acted in and produced short videos with friends and is an avid TV and film fanatic.

After working in entertainment and tech at MGM, Lionsgate, and Live Nation, he has set out to create his own narrative as a multi-hyphenate talent.



Valerie is a Ukrainian actress, model, and producer. She regularly works as a commercial actress and has modeled for brands such as Samsung, Vodafone, & Renault.

After creating her first short, “But Happy” in Ukraine in 2018, she moved to LA to pursue her dreams as an actress and filmmaker.

Goals

Short-Term

Continue to market season one, build our creative ecosystem, & secure funding to produce season 2 in 2026 (script complete & production-ready).

Long-Term

Secure a development deal with a major streamer or studio.



Legal & Compliance

**A formal copyright for "Could Be Worse" was filed with the
U.S. Copyright Office on 11/13/25**

**Season one of "Could be Worse" was produced under the
SAG-AFTRA Micro-Budget Project Agreement**

**Season one was produced by 3links Productions LLC
In association with Sleeping Dad Productions LLC
(both privately owned by Ariana Parsa & Dylan Skolnik)**

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