SERENA TRAN

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EDUCATION

Baruch College | Zicklin School of Business **New York, NY**
Bachelor of Business Administration in Marketing Management | Focus in Digital Marketing *December 2026*

- **GPA:** 3.8
- **Minor:** English
- **Awards:** 3x Dean's List and Best Social Media Presence Award (AMA)
- **Relevant Coursework:** Marketing Information for Decision Making, Consumer Behavior, Marketing Research, Marketing Analytics, Social Media Marketing, Advanced Digital Marketing

PROFESSIONAL EXPERIENCE

MAP360 Collective **New York, NY**
Entertainment Marketing Intern *Jan 2024 - May 2024*

- Coordinated outreach to 300+ influencers and external partners for Netflix, Paramount, and Peacock, supporting promotional campaigns for television and film releases.
- Conducted targeted outreach to press outlets, businesses, and influencers to secure promotional partnerships and coordinate communications for entertainment campaigns.
- Analyzed creator performance, audience engagement, and campaign reporting data to evaluate promotional effectiveness and support marketing recommendations.

O.N.S Clothing **New York, NY**
Sales Supervisor/Social Media Manager *Jan 2024 - Aug 2025*

- Grew social media following by 30% through influencer-led campaigns, branded content, and data-informed social media strategies.
- Increased year-over-year monthly sales by 15%+ through personalized clienteling, promotional campaigns, and coordinated digital and in-store marketing initiatives.
- Analyzed social media engagement, audience behavior, and campaign performance to optimize branded content, promotional messaging, and consumer engagement.

MAP360 Collective **New York, NY**
Digital Marketing Intern *June 2024 - Aug 2024*

- Supported paid media campaign launches and execution, contributing to optimizations that increased CTR by 25% and reduced CPM by 15%.
- Developed and maintained performance dashboards for 10+ active campaigns, consolidating advertising KPIs and audience insights to support reporting.
- Leveraged CRM audience insights and collaborated with creative, strategy, and media buying teams to refine campaign targeting and messaging, increasing client engagement by 30%.

Lululemon **New York, NY**
Omnichannel Marketing Intern *Oct 2023 - Dec 2023*

- Developed an integrated marketing plan and creative brief for lululemon's MIRROR fitness platform to strengthen brand awareness and consumer engagement.
- Evaluated global ambassador profiles and developed hypothetical local ambassador personas to support lululemon's "Power of Three × 2" growth strategy.
- Analyzed ambassador campaign performance metrics and presented findings and recommendations to support marketing strategy.

LEADERSHIP EXPERIENCE

American Marketing Association at Baruch College **New York, NY**
Executive President/Vice President *Aug 2025 - Present*

- Lead strategic planning and operations for a 75+ member organization, coordinating marketing campaigns, events, partnerships, and organizational activities across six committees.
- Coordinate communications with guest speakers, student ambassadors, and external organizations, managing outreach, project timelines, deliverables, and follow-ups.
- Oversee event planning, maintain project trackers, and analyze engagement and attendance data to support event reporting and organizational decisions.

SKILLS AND INTERESTS

Computer: Microsoft Excel (PivotTables, VLOOKUP, SUMIFS), PowerPoint, Google Workspace, Google Analytics, Meta Ads Manager, Canva, CapCut, StackAdapt
Skills: Media Relations, Press Outreach, Influencer Marketing, Influencer Relations, Partnership Coordination, Campaign Reporting, Project Management, Stakeholder Communications, Social Media Marketing, Data Analysis
Interests: Beauty, Fashion, Entertainment, Pop Culture, Social Media, Digital Media