LAURA M. SERRANO

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EDUCATION

University of Florida, Warrington College of Business — **Gainesville, FL**
Bachelor of Science in Business Administration — **May 2028**

- GPA: 4.0

PROFESSIONAL EXPERIENCE

ZUPP Inc. — **Gainesville, FL**
Marketing Manager — **August 2026 – Present**

- Spearheaded 80+ campus activations and student partnerships, expanding Zupp's brand visibility by leading a 4-person marketing team and executing targeted promotional campaigns across high-traffic campus events and organizations
- Amplified video reach by 23,000 views per post and gained 100+ followers by developing short-form content tailored to Zupp's student audience and aligning creative concepts with emerging social media trends
- Optimized Zupp's digital content strategy to produce a 26% increase in engagement per video by evaluating audience response, tracking content performance, and adjusting messaging, creative direction, and posting strategy

Fridgelite Marketing Consulting — **Miami Beach, FL**
Marketing Intern — **January 2024 – June 2025**

- Elevated marketing performance for 5 clients across 9 locations by developing brand-specific promotions, customer-focused messaging, and tailored campaign strategies aligned with distinct target segments and business goals
- Analyzed point-of-sale and customer sales data to identify growth opportunities and refine targeted marketing campaigns and recommend strategic adjustments that drove an 11%-25% increase in sales
- Built and launched a full client website from concept to completion, translating brand strategy into site structure, meeting copy, and visual design to strengthen digital presence and improve the overall customer experience

Dig Inn — **Miami, FL (Remote)**
Marketing Intern — **January 2024 – May 2024**

- Managed 25+ daily audience interactions across social media channels by monitoring short-form content, responding to comments, and engaging with customers to strengthen brand visibility, loyalty, and overall community engagement
- Grew social media following by 10% in five months by executing engagement focused tactics maintaining consistent community interaction, and tailoring outreach strategies to increase audience retention and brand awareness
- Executed 10+ weekly social media posts by tracking audience reactions, identifying engagement trends, and recommending content adjustments that improved post-performance, messaging consistency, and overall engagement

LEADERSHIP AND PROFESSIONAL DEVELOPMENT

Blue Key Speech & Debate — **Gainesville, FL**
Judge — **October 2025 – November 2025**

- Evaluated 15+ rounds across multiple speech and debate categories, assessing competitors' argumentation, organization, delivery, and public-speaking effectiveness while providing constructive feedback to support their continued improvement
- Completed 100% of scoring deadlines by efficiently evaluating all arguments, carefully weighing each team's reasoning and supporting evidence, and applying consistent criteria to maintain fair and balanced judging standards.

lululemon athletica inc. — **Miami, FL**
Sales Associate — **May 2026 – August 2026**

- Drove a 12% increase in customer conversion by delivering personalized product recommendations and guiding shoppers through purchase decisions in a high-volume retail environment adding a $3000 additional quarterly revenue
- Increased quarterly sales by 17% by delivering personalized styling recommendations, leveraging in-depth product knowledge, and proactively engaging customers on the sales floor, resulting in 300+ additional units sold

ADDITIONAL INFORMATION

- **Languages**: English (Fluent), Spanish (Fluent), French (Basic), Portuguese (Basic), Italian (Basic)
- **Certifications:** HubSpot Digital and Social Media Marketing Certification, Google Ads Measurement Certification
- **Interests:** Pilates, Making Coffee Syrups, Athleisure and Everyday Luxury Fashion, and Skincare Formulation Research