

ALLISON LA SERNA

Rialto, CA | 951-347-7484 | serenastrategies@gmail.com

EDUCATION

CALIFORNIA STATE UNIVERSITY, FULLERTON

Jan 2024 - present

Bachelor of Arts in Business Administration Marketing and Information Systems

Relevant Coursework: Marketing Consumer Behavior, Marketing Informational System, Marketing Advertising and Integrated Brand Promotion, Principles of Info Systems, Marketing Analytics, Marketing Research

MOUNT SAN ANTONIO COLLEGE

Aug 2021- Dec 2023

Associate of Science, Business Administration

Relevant Coursework: Business Principles, Financial & Managerial Accounting, Business Law, Communications, General Psychology, Macro Economics, Calculus, Statistics, Honors Critical Thinking and Writing, Public Speaking

WORK EXPERIENCE

SEPHORA X UBER EATS

Oct 2025- Present

Campus Ambassador Intern

- Represent Sephora x Uber Eats on campus through the **Beauty on Demand** campaign, promoting Sephora's partnership with Uber Eats to increase student awareness and engagement.
- Led an on-campus Sephora x Uber Eats pop-up activation, coordinating giveaways, tabling, and student outreach during the CSUF Campus Blitz event.
- Created engaging UGC highlighting the campaign's message and student experience — with one TikTok **reaching over 13.5K views**.
- Collaborated with student organizations and peers to build brand visibility and drive participation through creative and authentic student-led marketing.

BAZIC PRODUCTS

Oct 2025- Present

Student Ambassador Intern

- Promoted BAZIC Products social media campaigns and digital outreach to boost brand visibility among students.
- Organized and executed **giveaways** and product sampling initiatives to increase student engagement and drive online traffic to bazicstore.com.
- Developed marketing plans for **future projects**, including content strategies and promotional ideas aligned with brand goals.
- Collaborated with the **BAZIC marketing team** to share student insights, event performance, and creative campaign feedback for continuous improvement.

ASKSIA INC

Aug 2025- Present

Student Ambassador Intern

- Promoted an AI-powered productivity platform across campus, generating awareness among **500+ students** through tabling events, digital outreach, and classroom promotions.
- Created targeted digital content (social posts, presentations, and stories) resulting in **75 unique link** visitors tracked via personalized referral URL.
- Collected and synthesized student feedback to support marketing initiatives, providing data-driven insights to the AskSia team on user acquisition strategies.

LEADERSHIP EXPERIENCE & ACTIVITIES

AMA COMMITTEE & ASSISTANCE PROGRAM

Oct 2024 - May 2025

Event Coordinator Assistant

- Actively participated in the **American Marketing Association (AMA)** chapter at CSUF, supporting the **VP of Events** in planning and execution.
- Assisted in coordinating key events such as **Marketing Week**, fostering connections between new and existing members and promoting engagement within the club.
- Organized **Big/Little Socials** to strengthen mentorship opportunities and community within the organization.
- Contributed to the planning of the **End-of-Year Mixer**, enhancing member experience and celebrating annual achievements.

CSUF SPRING BRAND AMBASSADOR

Feb 2025 - May 2025

Brand Ambassador

- Raise Student Awareness – **Dedicated 40+ hours** to promoting the annual Spring Concert through social media, word-of-mouth, and campus outreach, resulting in the sale of over **8,000 tickets sold**.
- Enhance Ticket Sales – Contributed to the successful sale of thousands of tickets by sharing exclusive event details, organizing giveaways, and driving pre-event buzz
- Create Excitement – Build hype with interactive content, giveaways, and pre-event engagement across CSUF!

SKILLS

Computer: Adobe Creative Suite (Photoshop, Illustrator), Microsoft Power BI, SPSS, Google Suite and Microsoft Office (Excel, PowerPoint).

Skills: Product Marketing, Digital Marketing, Event Marketing, Creative and Analytical Skills

Languages: English (Native), Spanish (Proficient)