

Serena Hart

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EXPERIENCE

DIGITAL MARKETER | UBC RECREATION | SEP 2021 – DEC 2022

- Worked with the entire marketing team to design content for the UBC Rec social media accounts
- Drafted reports on the marketing strategies and user engagement
- Wrote summaries of events for the weekly bulletin emailed to all on the mailing list

STUDENT MARKETEER | RED BULL | JAN – DEC 2022

- Raised awareness on UBC campus and around Vancouver sampling over 50,000 consumers
- Helped bring events such as Red Bull Joyride, Surf Nationals and smaller events such as Red Bull Paper Wings to life
- Facilitated and managed partnerships with 100+ clubs at UBC

MARKETING VOLUNTEER | VANCOUVER INTERNATIONAL FILM FESTIVAL | AUG – NOV 2022

- Worked in a team of four filming and designing content for the VIFF social media accounts and website
- Used Google Analytics to guide social media content and improve engagement
- Went around Vancouver advertising the festival and promoting free screenings

EDUCATION

BA | JULY 2024 | UNIVERSITY OF BRITISH COLUMBIA

- Course: International Relations with Italian
- Grade: Dean's List (average over 85% on all courses) year 1 and 2

BA | 2023 | UNIVERSITÀ DI BOLOGNA

- Exchange student (6 months)

A LEVELS | JULY 2020 | NORTH LONDON COLLEGIATE SCHOOL

- Grade: A*A*A*A

LANGUAGES

- English (native)
- French (advanced)
- Italian (advanced)
- German (intermediate)

AWARDS

UNIVERSITY OF BRITISH COLUMBIA

- International Major Entrance Scholarship (renewable for 4 years)
- Outstanding International Student Award
- Rosemary Stewart and Ioan James Scholarship
- Walter H Gage and Elsie M Harvey Education Abroad Scholarship
- C.A. Stuart DeVitt Memorial Scholarship

NORTH LONDON COLLEGIATE SCHOOL

- Mensbier Prize for Modern Foreign Languages

SKILLS

- Marketing
- Digital Marketing
- Social Media Management
- Communication
- Microsoft Office
- Google Suite
- Adobe Design
- Canva
- Google Analytics