

Victoria Serrato

victoriaserrato.com

(209) 221-9983

victoriaserrato23@gmail.com

[linkedin.com/in/victoria-serrato/](https://www.linkedin.com/in/victoria-serrato/)

EXPERIENCE

Channel Marketing Specialist

Valley First Credit Union | October 2025 - Present

- Develop and manage integrated marketing campaigns across email, website, social media, in-branch, mobile app, SMS, direct mail, paid media, and advertising channels
- Apply data and insights to refine targeting, optimize messaging, and allocate budgets effectively
- Creating cross-selling toolkits and internal resources to strengthen alignment between Marketing and frontline teams
- Manage the integrated marketing calendar and monthly overview to ensure organization-wide coordination and on-time execution
- Monitor and analyze KPIs (including product adoption, conversion rates, and ROI) to inform campaign strategy.
- Conduct ongoing campaign testing and optimization to improve performance
- Support Salesforce Marketing Cloud operations, including contact management, audience segmentation, and studio setup/integration

Digital Marketing Manager

Girls Leadership | October 2022 - September 2025

- Developed cross-platform content for digital and print use
- Managed the organization's organic social media presence to build community and brand awareness
- Created and developed email and social media content while overseeing audience management
- Contributed to website design and maintained ongoing content updates
- Monitored, measured, and reported on performance of digital marketing campaigns (organic and paid)
- Identified trends and insights to inform content strategy and campaigns
- Produced webinars, including technical support, facilitation, and attendee follow-up

Social Media Specialist

Thistle | February 2022 - July 2022

- Managed community engagement, moderation, and reporting across platforms
- Implemented and maintained brand voice across community channels and marketing platforms
- Brainstormed and produced user-generated creative assets for multi-channel marketing campaigns
- Tracked social media trends and provided recommendations, best practices, and insights to improve engagement and conversions

EDUCATION

San Jose State University — BFA Digital Media

LANGUAGES

- English - Native language
- Spanish – Second language, Awarded the California State Seal of Bilingualism in April 2016

SKILLS

- Social Media
 - Instagram
 - Twitter
 - Facebook
 - YouTube
 - Bluesky
 - Pinterest
 - Sprouts Social
 - Buffer Social Media Management
 - Hootsuite
- Project Management
 - Google Suite
 - Slack
 - Trello
 - Asana
- Art/Design
 - Adobe Creative Suite
 - Canva
 - Pixlr
 - DSLR Camera
 - Video & photo editing
- Technology
 - HTML & CSS
 - Zoom
 - Emma Email Marketing
 - Google Analytics
 - Looker Studio
 - Mailchimp
 - WordPress