# 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

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### **EDUCATION**

**San Jose State University** — BFA Digital Media

## **LANGUAGES**

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

#### SKILLS

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