

Serenity Chu

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Summary

Aspiring marketer with experience in supporting go-to-market strategies for AI-powered products, conducting market research, and designing social media plans. Passionate about leveraging creativity and AI to concept marketing campaigns that result in strong return on investment and increased brand visibility.

Professional Experience

Boston Consulting Group

Boston, MA

BCG X Product Marketing Co-op

January 2026 - June 2026

- Supporting 5 global product marketers in: organizing BCG X product descriptions and logos, scripting talk tracks for new and upcoming video series with Claude and ChatGPT, and analyzing LinkedIn and website metrics to evaluate campaign effectiveness
- Developing social amplification kits for BCG X thought leadership reports and the Products That Made Us episodes, crafting social copy and designing 20+ LinkedIn and Hailo assets. With one flagship collaboration article generating 75K organic impressions
- Assisted 3 global alliance marketers in conducting competitive analysis for IBM Think, Google Next, and SAP Sapphire to inform BCG's onsite activations

Education First

Cambridge, MA

Customer Engagement and Loyalty Co-op

January 2025 - June 2025

- Resolved ~2.2k customer cases via Freshdesk and EF's CRM, providing support for scholarship and discount applications, reimbursements, and program related inquiries all while keeping response time within 24 hours
- Managed ~200 global education ambassadors and 60 student ambassadors, offering 1:1 support, gathering feedback, and identifying opportunities to improve ambassador engagement and communications
- Developed an internal hub using Notion and led ambassador communication initiatives resulting in streamlined communication, a stronger community, and increased retention

Leadership and Personal Ventures

Miyuna (2-10 employees)

Boston, MA

CEO, Founder

November 2024 - Present

- Handcrafting affordable, seasonal nama chocolates, overseeing operations, and driving market research initiatives and focus groups
- Sold an average of 200 chocolates monthly throughout 2025, listed as an official Northeastern University supplier, and secured a grant through Northeastern's WeLaunch program

Education

Northeastern University, D'Amore-McKim School of Business

Boston, MA

Candidate for Bachelor of Science in Business Administration

Dec 2026

Concentration: **Marketing and Supply Chain, International Affairs Minor**

GPA: 3.89

Awards and Activities: Dean's List; Second Place in Start Summit Northeastern Oakland; KADA dance; Women's Interdisciplinary Society of Entrepreneurship; First place WeLaunch Winner

Lynbrook High School

San Jose, CA

ASB Secretary and Social Team Lead

August 2022 - June 2023

- Served as ASB Secretary, creating a campaign centered around mental health and school events
- Led a five-person team and managed a ~\$12K annual budget to execute school social events, including record-breaking ticket sales for homecoming and winter formal

Skills + Interests

Skills: Microsoft Office, Google Suite, Canva, Notion, Figma, Tableau, Claude, ChatGPT, Slack, Trello, and Hailo

Languages: Fluent English, Limited proficiency in French and Chinese, Elementary Korean

Interests: Dancing, Flower arrangement, Baking, Cooking, Avid Miffy collector, and Matcha lover