

# Abigail Casino

New York, New York - abigailcasino@gmail.com - 347-603-9838 - [www.linkedin.com/in/abigail4c](https://www.linkedin.com/in/abigail4c)

## EDUCATION

<b>Baruch College, City University of New York</b> , New York, NY	Expected May 2026
BBA in Marketing Management; Concentration in Marketing Analytics; Minor in Communications	
<b>Awards:</b> Dean's List of Spring 2024, Fall 2024, and Spring 2025	
<b>Leadership:</b> VP of Networking, Marketers of Baruch (May 2025 - Present)	

## PROFESSIONAL EXPERIENCE

<b>Movado Group, Inc.</b> , New York, NY	Sept 2024 - Dec 2024; Sept 2025 - Present
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### *Marketplace Operations Intern, Amazon*

- Update brand stores, PDPs, and A+ content for Movado, Lacoste, Tommy Hilfiger, Coach, MVMT, Calvin Klein, Hugo Boss, and Olivia Burton watches/jewelry, enhancing visual appeal and driving stronger customer engagement
- Audit and optimize 50+ product listings across Movado Group brands for accuracy, proper variation, and SEO, resulting in increased search visibility and organic traffic
- Assist with 20+ new item setup forms and organize dropship inventory for eight luxury brands, enabling seamless product launches and ensuring product availability
- Coordinate retail readiness for seasonal Amazon promotions, ensuring accurate product details and inventory across luxury brands, which boosts sales and improves customer experience during peak periods

<b>Dow Jones</b> , New York, NY	June 2025 - August 2025
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### *Digital Ad Operations Intern*

- Trafficked video, display, audio, and newsletter ad campaigns across Google Ad Manager and Megaphone, including direct and PG orders using 1P and 3P tags, ensuring accurate and timely campaign launches
- Set up and QA'd test pages, ensuring smooth ad delivery of HTML5 creatives, 1x1 impression trackers, IAS, URL click trackers, and Celtra ad units, minimizing launch errors and delivery issues
- Pulled and analyzed campaign reports to monitor pacing, CTR, VCR, spend, and revenue; collaborated with internal teams to address discrepancies and recommend optimizations, leading to improved campaign performance and client satisfaction
- Researched ad performance trends across devices, formats, and units to identify inefficiencies and support data-driven decisions for future campaigns, enhancing strategic planning and operational efficiency

<b>Wholier</b> , New York, NY	March 2024 - May 2025
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### *Influencer Marketing Intern*

- Sourced 50+ influencers weekly on Instagram and TikTok through manual research and Modash, ensuring alignment with brand values and target audience
- Managed creator partnerships from outreach to brief delivery and follow-ups, ensuring seamless communication and impactful campaign execution
- Tracked analytics for creator partnerships to measure success and evaluate potential for ongoing collaboration

<b>Movado Group, Inc.</b> , New York, NY	July 2024 - September 2024
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### *MCS Marketing Intern*

- Managed creative jobs on Asana for store marketing campaigns to ensure effective organization and tracking
- Developed retail signage with merchandising and creative teams for brick-and-mortar stores across the US and Canada, ensuring accurate product selection, pricing, and promotions to boost customer attraction and sales
- Supported the email marketing team in conducting competitive analysis and building emails via Listrak for upcoming holiday marketing campaigns

## SKILLS

- Computer: Microsoft Office, Google Sites, Canva, Modash, Asana, Listrak, Amazon Vendor Central, and Amazon Seller Central, Google Ad Manager, Operative One, Celtra, Jiffy, Adelaide, and Megaphone
- Social Media: X, Instagram, Facebook, TikTok, LinkedIn, YouTube, Pinterest, CapCut, and Lightroom
- Language: Cebuano and Tagalog