

Abigail Casino

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EDUCATION

Baruch College, City University of New York, New York, NY Expected May 2026

BBA in Marketing Management; Concentration in Marketing Analytics; Minor in Communications

Awards: Dean's List of Spring 2024, Fall 2024, and Spring 2025

Leadership: VP of Networking, Marketers of Baruch (May 2025 - Present)

PROFESSIONAL EXPERIENCE

Movado Group, Inc., New York, NY

Sept 2024 - Dec 2024; Sept 2025 - Present

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

Dow Jones, New York, NY

June 2025 - August 2025

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

Wholier, New York, NY

March 2024 - May 2025

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

Movado Group, Inc., New York, NY

July 2024 - September 2024

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