

SERENA CHRISTIANSON, EdD, MBA

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ADVISOR | MARKETER | LEARNING & ENGAGEMENT PROFESSIONAL | DANCER

Forward-thinking education and marketing leader with talent for bridging the needs of learners, stakeholders, organizations and communities. Leverages expertise in higher education (with experience spanning public, private, community college, and university settings) paired with ability to design and implement successful large-scale programming to maximize student success. Mentor, advisor, instructor, and collaborator with unwavering commitment to understanding industry, market, and consumer factors through research and innovative leadership.

Dancer, choreographer, and instructor whose dedication has yielded student wins in national competitions and numerous accolades. Merged entrepreneurial skills with passion for the arts to co-found successful dance studio.

CORE COMPETENCIES:

Inclusive Program Development – Community Engagement – Project Management – Mentoring & Leadership
Program Management – Course Development – Stakeholder Management – Brand Messaging – Teaching
Apps & Software: Adobe Suite, Google Suite, MS Office, Blackboard, Slack, Canva, Handshake

EXPERIENCE

Academic Success Advising Coordinator and Career/Internships Lead,

ARIZONA STATE UNIVERSITY - SCHOOL OF LIFE SCIENCES | Tempe, Arizona | 03/2017–Present

Provide academic support and mentoring for undergraduate students through advisement of course selection, extracurricular involvement, career planning activities, and quarterly programs.

RELATIONSHIP MANAGEMENT & STAKEHOLDER COLLABORATION:

- Research, develop and maintain relationships with companies/organizations to nurture broader career/internship avenues for students
- Led department support of Handshake job platform through strengthening of relationships between undergraduate advising and Career Services
- Led transition of internship course to Canvas learning platform, implementing a 100% paperless course in partnership with the department's digital support team

EVENTS & PROGRAMS:

- Organized largest career fair in University history with 80.95% increase in employer registration and 75% increase in student participation two consecutive years (2017, 2018)
- Initiated first-ever Natural Sciences Career Fair in collaboration with College of Liberal Arts and Sciences
- Implemented student-centric event series ("Science of...") to increase exposure to various career options

PROCESS IMPROVEMENT:

- Expanded Career & Internship programming to include online programs; fostered more inclusive opportunities for earning internship credits beyond lab work; yielded 350% increase in internship enrollment

Marketing Coordinator, TAYLOR RYMAR CORPORATION, Tempe, AZ | 12/2015–02/2017

In collaboration with internal stakeholders, planned, directed, and executed marketing plans; designed marketing materials and managed social media campaigns. Created Communication & Graphics Standard Guide to ensure brand consistency across all internal/external messaging.

BRANDING: Led corporate brand revitalization encompassing website re-launch with streamlined design; improved company image earning #4 spot (out of top 40) small companies to work for in AZ

COMMUNICATION STRATEGY: Designed and managed email campaigns; wrote press releases

ANALYTICS: Prepared monthly reports based on digital analytics

STAKEHOLDER ENGAGEMENT: Created and distributed stakeholder surveys to collect feedback and testimonials

Customer Relations Manager, SELECT FORD OF WILLISTON, Williston, ND | 12/2014–9/2015
Select Ford of Williston | Williston, ND

Developed and implemented strategies and programs for improving marketing and customer relations within established dealership group.

MARKETING & BRANDING:

- Spearheaded **754% increase in business reputation score** through strategic management of company's online presence
- Proposed and led implementation of new methods for reaching, engaging, and securing target customers

RESEARCH: Continually assessed organizational behavior and reported findings to leadership; provided specific action plans for improving customer experience scores and expanding market reach

Program Coordinator & Assistant Professor of Business, WILLISTON STATE COLLEGE, Williston, ND | 07/2011–07/2014

Full-time instructor (taught 14 Business Management courses) and provided individual academic and career advising for 100+ students per semester; served as co-Advisor for on-campus student association.

RESEARCH & ANALYSIS:

- Collected student and alumni data to assist with curriculum development, reporting, and recruitment
- Spearheaded development of institution's first bachelor program (Bachelor of Applied Science in Applied Management) through analysis of career and employment data, web-based career resources, and databases

CURRICULUM DESIGN: Championed full-scale revamp of curricula for business and administrative programs to better equip students with tools to succeed

LEVERAGING TECHNOLOGY: Evaluated emerging technologies for teaching and learning (classroom, online, hybrid); scheduled and assigned courses to adjunct instructors in multiple formats

PERFORMING ARTS EXPERIENCE

Advanced Tap Dance Instructor, Conservatory of Dance, Phoenix, Arizona | 2016–Present

- Design curriculum, choreograph routines, and teach students aged 8-18
- Reinvigorated interest in tap dance, with renewed desire for participation at regional competitions

Co-founder/Marketing Manager/Choreographer, Kay Michael Lee Studio | Williston, ND | 2011–Present

- Co-founded dance studio providing ballet/pointe, tap, jazz, lyrical, hip hop, modern, and musical theater classes for students of all ages and skill levels

AWARDS & ACCOMPLISHMENTS

Recipient of Global Academic Advising Association (NACADA) Award for *Outstanding Accomplishments as an Academic Success Advising Coordinator* | September 2021

EDUCATION

Doctorate of Education (*Emphasis: Leadership & Innovation*), Arizona State University, Glendale, AZ | May 2021

MBA (*Emphasis: Leadership*), Grand Canyon University, Phoenix, AZ | May 2012

BA (*Major: Business Administration and Communication*), University of Jamestown, Jamestown, ND | May 2010