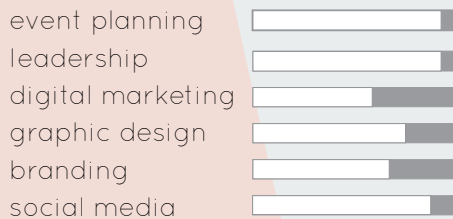
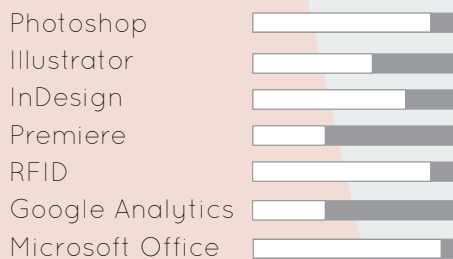


S E R E N A  
J E A N N E  
G I A N C O L A

## EXPERTISE



## TECHNICAL SKILLS



## AWARDS

ExxonMobil Business Support Centre  
Canada Higher Education Award  
2011, 2012, 2013, 2014

Curry's Artist Material Award  
2011

Mars Canada Design Competition  
2nd Place, 2010

[contact@serenajgiancola.ca](mailto:contact@serenajgiancola.ca)

@serenajgiancola

416 951-0808

## EDUCATION

RYERSON UNIVERSITY - Toronto, ON  
Bachelor of Design, Fashion Communication, 2015

GEORGE BROWN COLLEGE - Toronto, ON  
Social Media Marketing Certificate, *in progress*

## COURSES

BRAINSTATION - Toronto, ON  
Digital Marketing, 2016

LANDMARK EDUCATION - Toronto, ON  
The Landmark Forum, 2013

## EMPLOYMENT HISTORY

STORE INVENTORY LEAD - lululemon athletica inc.  
Vaughan Mills Mall Sept 2015 to Present

- Leader of the Expeditor Team managing all inventory-related tasks and back-of-house operations
- Responsible for creating unique sell-through, processing and organizing strategies using metrics, RFID and other tools
- One of the highest grossing stores in the company

EDUCATOR - lululemon athletica inc.  
Queen Street West June 2012 to May 2015

- Provided guests with exceptional guest experience and technical product education
- Travelled to Asia on the Dance. Sing. Floss. Travel Factory Trip to the company's garment and fabric production facilities
- Planned community events both on a store and regional level
- "Social Media Guru" responsible for creating a unique and distinct voice for the store

EVENT MANAGER - FMAV (formerly Mediaco)  
Head Office, Mississauga Contract May to July 2014

- Assisted in the planning and execution of the provincial government's annual Amethyst Awards
- Hosted by the Secretary of the Cabinet and head of the Ontario Public Service to honor outstanding public service
- Held at the historic Winter Garden Theatre with over 800 public servants and government executives in attendance

## RELATED EXPERIENCE

PRODUCER, High Line 2015

EXECUTIVE PRODUCER, Mass Exodus 2013-2014

CO-PRESIDENT, Ryerson University's Fashion Union 2011-2013

Check out [www.serenajgiancola.ca](http://www.serenajgiancola.ca) for more on these projects.