

Siena Palese

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Globally Educated Business Management Master's Student | Experience in Brand Storytelling, Marketing Strategy, and Research-Driven Innovation

EDUCATION

University of St Andrews, Scotland, UK 2024-2025

MLitt, Business Management | Expected Outcome: Distinction

- Relevant Courses: Marketing and Society, Strategic Management, Human Resource Management, Accounting & Finance, International Marketing, Marketing Principles
- Dissertation: *Motivational Boundary-Setting in AI-Augmented Creativity: How Generative AI Shapes Intrinsic Motivation in Artistic Practice*

University of Oxford, Mansfield College, Oxford, UK 2022-2023

Visiting Student | English Literature, First Class Honors

- Member: Oxford Union | Mansfield Rowing | The Isis Magazine

University of Iowa, Iowa, USA 2020-2024

B.A., English & Creative Writing

- Minor: Environmental Policy | Certificate in Sustainability | GPA: 3.7
- Fulbright Candidate | Phi Sigma Pi | Sigma Tau Delta | Zeta Tau Alpha

EXPERIENCE

Data Analysis & Strategy Intern May–Sep 2024

Hingham Unity Council | MA, USA

- Analyzed 20 years of demographic/educational data using Excel & Google Sheets; identified disparities and presented findings in a 20-page strategy report.

Marketing and Strategy Intern Apr–Aug 2023

Mudd House Media | Boston, MA

- Researched podcast network trends to inform partnerships; created pitch decks in Canva/PowerPoint, pitched three brand deals.

Marketing Manager 2020–2023

Call to Action Clothing | Boston, MA

- Increased Instagram engagement by 35% in 6 months; coordinated product copy, email, and brand voice during rebranding, boosting repeat customers by 20%.

Digital Marketing Freelancer 2020–Present

Self-Employed | Remote

- Founded and run a marketing/copywriting business for small businesses & artists; created 500+ product descriptions, press releases, websites, bios, and campaigns.

Assistant Freelance Writer May–Sep 2022

Danna Writes LLC | Boston, MA

- Contributed to features in *The New York Times*, *The Atlantic*, and *Architectural Digest*; supported interviews, research, and sourcing for high-profile clients.

SKILLS & TOOLS

Market Research | Data Analysis | Brand Strategy | Content Marketing | Campaign Management | Strategic Communications | Social Media Analytics | AI Applications | Microsoft Office | Google Suite | Canva

WRITING, & CREATIVE WORK

- Honors Undergraduate Thesis: *Toni Morrison, Black Agrarianism, and Historical Trauma* (2024).
- Published Nonfiction: *Catharsis Magazine* (2024) — “Juniper’s Tree.”
- Creative Writing Programs: University of St Andrews, Champlain College, and Grub Street.