

VERENA (RENA) SACCACIO

renasaccacio@gmail.com – [LinkedIn](#)

MARKETING OPERATIONS & CAMPAIGN EXECUTION PROFESSIONAL

Marketing and communications professional experienced in **campaign execution**, **project coordination**, and cross-functional delivery across agency and client environments. Skilled in workflows, approvals, stakeholder alignment, and using analytics to improve performance. Strong foundation in marketing strategy, reporting, and content operations across multiple brands and fast-moving priorities.

CORE SKILLS

- Campaign Execution · Marketing Operations · Project Coordination
- Cross-Functional Collaboration · Stakeholder Communication · Workflow & Approval Management
- Reporting & Insights · Resource Alignment · Agile-Inspired Workflows
- PowerPoint · Excel · Outlook · Google Analytics · SEMrush
- Adobe Creative Suite · Canva · CapCut

EXPERIENCE

PURSUIT NETWORK

Austin, TX, USA

Media Agency

Social Media & Content Strategist

2025 – 2026

- Executed structured digital campaigns for a multi-show network, translating long-form content into audience-ready assets.
- Coordinated workflows and approvals across teams to ensure consistency and timely delivery.
- Used reporting and insights to refine content systems and improve engagement.
- Managed multiple deadlines while maintaining alignment with brand priorities.

WONDERKIND CO.

Austin, TX, USA

Creative Agency

Senior Social Media Manager

2025 – Present

Social Media Creative

2024 – 2025

- Led social and creative execution from concept to launch.
- Managed timelines, workflows, and approval processes.
- Applied performance insights to optimize messaging and campaigns.
- Supported client communication and adapted to shifting priorities.
- Mentored junior team members.

LINDA GAUNT COMMUNICATIONS

New York, NY, USA

Marketing & Public Relations Agency

Digital Coordinator

2023 – 2024

- Executed social, email, and influencer campaigns for launches and events.
- Coordinated approvals and asset delivery for polished rollouts.
- Conducted trend and competitive analysis to support strategy and reporting.
- Managed multiple projects with strong attention to detail.

RENA SACCACIO

Austin, TX, USA

Media, Branding & Photography

Social Media Consultant & Photographer

2020 – Present

- Lead client engagements across digital strategy, branding, and campaign support.
- Manage timelines, deliverables, and communication across concurrent projects.
- Build content systems and strategic recommendations to strengthen visibility and engagement.
- Operate autonomously while balancing evolving client needs.

EDUCATION

UNIVERSITY OF NOTRE DAME

Notre Dame, IN, USA

M.S. in Business, Marketing Specialization

2022 - 2023

CALIFORNIA STATE UNIVERSITY, LONG BEACH

Long Beach, CA, USA

B.A. in Public Relations, Minor in Fashion Merchandising

2019 - 2022