

VERENA (RENA) SACCACIO

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

EDUCATION

UNIVERSITY OF NOTRE DAME

Notre Dame, IN, USA

Masters of Science in Business

2022 - 2023

- Specialization in Marketing.

CALIFORNIA STATE UNIVERSITY, LONG BEACH

Long Beach, CA, USA

Bachelor of Arts, BA in Public Relations

2019 - 2022

- Minor in Fashion Merchandising.

EXPERIENCE

PURSUIT NETWORK

Austin, TX, USA

Media Agency

Social Media & Content Strategist

2025 – Present

- Lead social media strategy and content execution for a podcast network, from audits and planning to daily publishing and optimization.
- Create platform-specific, social-first content—including short-form video—to increase engagement and podcast discoverability.
- Translate podcast episodes into engaging digital content with compelling captions, hooks, and CTAs.
- Analyze performance metrics and test new formats to refine strategy and drive audience growth.

WONDERKIND CO.

Austin, TX, USA

Creative Agency

Senior Social Media Manager

2025 – Present

Social Media Creative

2024 – 2025

- Lead creative direction and social strategy across brand partner channels, setting visual and performance standards.
- Concept, produce, and edit photo and video content for campaigns, launches, and brand activations.
- Collaborate cross-functionally to deliver cohesive, high-performing creative.
- Use performance insights to optimize messaging and drive engagement and growth.
- Manage projects end-to-end while mentoring junior social media managers.

LINDA GAUNT COMMUNICATIONS

New York, NY, USA

Marketing & Public Relations Agency

Digital Coordinator

2023 – 2024

- Executed social, email, and influencer campaigns for luxury fashion brands, crafting copy and creative aligned with brand voice.
- Partnered across teams to deliver polished creative for launches and events.
- Conducted trend and competitive analyses to inform strategy.

RENA SACCACIO

Austin, TX, USA

Media, Branding & Photography

Social Media Consultant & Photographer

2020 – Present

- Provide social media and digital marketing consulting, developing strategies that strengthen brand identity & audience engagement.
- Advise clients on branding, visual direction, and digital growth.
- Produce freelance photography and visual content for marketing and social media.

SKILLS

- **Creative Strategy:** Social Campaigns · Visual Storytelling · Brand Voice · Multi-Platform Content · Short-Form Video · Trend Forecasting
- **Content Production:** Photography · Studio Lighting (Godox SL150) · Set Styling · CapCut · Adobe Creative Suite · Canva
- **Analytics & Growth:** Google Analytics · SEMrush · Performance Tracking · Content Optimization · Audience Growth · Social Reporting
- **Leadership & Collaboration:** Team Mentorship · Cross-Functional Collaboration · Client Presentations · Project Management