

VERENA (RENA) SACCACIO

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

CREATIVE STRATEGY • BRAND & SOCIAL • STORYTELLING

Creative and analytical marketing strategist with 6+ years developing insight-driven concepts, brand narratives, and multi-platform content. Blend strong writing and aesthetic intuition with data-backed decision-making to build storytelling that resonates and performs. Experienced in leading creative development, guiding cross-functional teams, and shaping content systems that strengthen brand identity and drive measurable retention and engagement.

CORE SKILLS

- **Creative & Brand Strategy** — Concepting, narrative frameworks, positioning
- **Insights-Led Marketing** — Performance analysis, retention metrics, trend synthesis
- **Content & Creator Development** — Scripts, editorial, creator direction; tools: Slides, PowerPoint, Premiere, Final Cut, CapCut, Canva, Runway ML, Notion

EXPERIENCE

WONDERKIND CO.

Austin, TX, USA

Creative Agency

Senior Social Media Manager

October 2025 – Present

Social Media Creative

April 2024 – October 2025

- **Creative Strategy** — Lead ideation and storytelling for lifestyle/CPG; write scripts, messaging, brand narratives
- **Performance & Platforms** — Use platform analytics to optimize retention and creative performance
- **Cross-Functional Leadership** — Guide creative; present data-backed concepts; build multi-platform content systems

RENA SACCACIO

Austin, TX, USA

Media, Branding & Photography

Social Media Consultant & Photographer

April 2020 – Present

- **Brand & Editorial** — Develop brand voice, editorial direction, and content strategy for CPG, fashion, beauty, and media clients.
- **Content Production** — Produce narrative-driven photo and video content for Pinterest, Instagram, and YouTube.
- **Insights-Led Creative** — Use audience insights and platform analytics to inform creative direction, messaging, and content systems.
- **Notable Client Work: Pursuit Network (2025–2026)**
 - Led social and content strategy for a multi-show podcast network. Developed concepts for episodic/editorial storytelling across TikTok, Reels, and Shorts. Partnered with production, editorial, and analytics teams to execute creator-led content. Used performance data to refine pacing, narrative direction, and overall creative optimization.

LINDA GAUNT COMMUNICATIONS

New York, NY, USA

Marketing & Public Relations Agency

Digital Coordinator

July 2023 – 2024

- **Influencer & Events** — Led gifting/event strategy for AG Jeans, Marc Fisher LTD, BVLGARI, Todd Snyder
- **Campaigns & Ops** — Executed multi-channel beauty/fashion campaigns; managed creator workflows
- **Results** — Supported Vogue best-dressed features, DISSH's 15% YoY organic lift, 241+ Pitti Uomo credits

EDUCATION

UNIVERSITY OF NOTRE DAME

Notre Dame, IN, USA

M.S. in Business, Marketing Specialization

August 2022 - May 2023

CALIFORNIA STATE UNIVERSITY, LONG BEACH

Long Beach, CA, USA

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

August 2019 - May 2022