RENA SACCACIO

4600 Mueller Blvd., Austin, TX 78723 – +1 714-318-8959 – 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

WONDERKIND CO.   Austin, TX, USA
Creative Agency
TikTok Creative   2024 – Present
- Partner with brand and media teams to conceptualize and deliver creative strategies aligned with aesthetic goals and market trends.
- Develop multimedia assets weekly, showcasing agility in adapting content to evolving consumer preferences and brand DNA.
- Manage timelines, communication, and content performance metrics to inform cross-functional strategy refinement.
- Support campaign execution with attention to visual integrity, storytelling, and alignment with brand materials.

LINDA GAUNT COMMUNICATIONS   New York, NY, USA
Marketing & Public Relations Agency
Digital Coordinator   2023 – 2024
- Coordinated digital campaigns across influencer, paid media, and social to elevate brand engagement and visibility.
- Maintained strong attention to detail in reporting, vendor communication, and campaign execution across luxury fashion and lifestyle clients.
- Conducted in-depth market and competitor research to guide content and product strategy.
- Partnered with design and content teams to align storytelling with seasonal goals and emerging industry trends.

RENA SACCACIO   Austin, TX, USA
Photography & Content
Freelance Media Strategist & Photographer   2020 – Present
- Develop and execute visual narratives and content campaigns rooted in brand aesthetics and storytelling.
- Conduct trend and color research to inform creative direction for seasonal projects and product photography.
- Maintain a material inspiration archive (color palettes, textures, styling references) for ongoing creative use.
- Collaborate with clients to translate product vision into meaningful visual assets and campaigns.

UNIVERSITY OF NOTRE DAME, MENDOZA COLLEGE OF BUSINESS   Notre Dame, IN, USA
Private Catholic Research University
Graduate Research & Teaching Assistant   2022 – 2023
- Supported faculty with data analysis, market trend research, and business case development for marketing coursework.
- Provided clear documentation and feedback to support student engagement and content development.

SKILLS

- Material & Product Insight: Trend Research, Market Analysis, Brand Storytelling, Visual Merchandising, Seasonal Campaign Planning
- Sourcing & Organization: Vendor Communication, Documentation Tracking, Color Palettes & Libraries, Budget Forecasting
- Creative & Digital Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro), Canva
- Project & Communication: Cross-functional Collaboration, Client Management, Timeline Optimization, Presentation Design
- Analytics & Software: Google Analytics, SEMrush, Microsoft Excel, Google Slides