

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

WONDERKIND CO.

Austin, TX, USA

Creative Agency

Senior Social Media Manager

2025 – Present

- Lead creative direction and strategy across social channels, setting the visual and performance standard for brand partners.
- Produce high-quality photo and video content with advanced lighting, set design, and editing techniques.
- Drive account growth through elevated storytelling, data-driven optimization, and strategic engagement.
- Lead and mentor social media managers while collaborating cross-functionally to deliver on-brand, high-performing content.

Social Media Creative

2024 – 2025

- Concepted and produced social content for seasonal campaigns, product launches, and brand activations.
- Partnered with design, media, and strategy teams to bring cohesive creative to life.
- Leveraged performance insights to refine messaging and maximize engagement.
- Managed multiple projects from concept to delivery under tight deadlines.

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

Photography & Content

Freelance Media Strategist & Photographer

2020 – Present

- Concept, direct, and produce lifestyle and fashion campaigns from ideation through post-production.
- Write briefs, style sets, and oversee editing to deliver compelling visual storytelling.

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 research, data analysis, and market insights for business coursework.

SKILLS

- **Creative Direction & Strategy:** Social Campaign Development · Visual Storytelling · Brand Voice Creation · Multi-Platform Content Planning · Trend Forecasting · Short-Form Video Strategy
- **Production & Editing:** Photography · Studio Lighting (Godox SL150) · Set Styling · CapCut · Adobe Creative Suite (Premiere, Photoshop, Lightroom, Illustrator, InDesign) · Canva
- **Analytics & Optimization:** Google Analytics · SEMrush · Performance Tracking · Content Optimization · Audience Growth Strategy · Social Metrics Reporting
- **Leadership & Collaboration:** Team Mentorship · Creative Workshops · Cross-Functional Communication · Client Presentations · Project Management · Deadline Prioritization