

Andrew N. Auguste, Sr.

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Strategic and growth-oriented marketing leader and with a 10-year record of building, modernizing, and scaling marketing operations across real estate, financial, and technology sectors. Experienced in transforming underperforming sales funnels into a data-driven, results-focused CX that drives measurable business growth.

CORE COMPETENCIES

Team Leadership • Marketing Strategy • Process Mapping • SEO, SEM & GEO • Media Production • Data Visualization • Copywriting • CX • Web Design • UX/UI Design • HTML • Organic/Paid Ads • Public Speaking • Budget Optimization • Lead Generation

TOOLS

Google Analytics 4 • Google Search Console • Google Ads • Google Trends • Microsoft 365 • Microsoft Clarity • Meta Business Suite • Adobe Creative Cloud • Canva • Figma • Wix • Wordpress • Semrush • Ahrefs • Constant Contact • Mailchimp • Photo/Video Equipment

EXPERIENCE

Marketing Specialist

Reliant Homes | Full-Time | *December 2024 - June 2026*

- Recruited to rebuild and modernize the marketing department, transforming traditional channels into a scalable, data-driven growth engine across 25+ communities.
- Spearheaded digital transformation by introducing Google Ads, Meta Ads and Pixel tracking from the ground up, achieving sub-\$0.30 CPC (Meta) and sub-\$1.10 CPC (Google) across a \$6K/month budget and contributing to a 12% increase in in-house sales.
- Executed a full SEO and website optimization strategy, growing weekly traffic from approximately 1.2K to 9.6K+ users while strengthening organic and paid visibility.
- Launched a segmented email marketing strategy that delivered 30–35% open rates, up to 4% click rates, and sales-ready, trackable leads for agent follow-up.

- Architected 20+ touchpoint automated drip campaigns across email and SMS, aligning messaging to buyer readiness and improving lead nurturing, agent accountability, and conversion consistency.
- Introduced a self-guided tour program and digital lead capture path to improve the buyer experience and identify high-intent prospects earlier in the funnel.
- Guided executive leadership on reallocating budget from traditional channels to digital advertising, software, and sales enablement tools, improving marketing efficiency without increasing total spend.
- Established reporting frameworks across GA4, Meta, and email analytics, while coordinating vendor integrations and internal training resources to standardize operations and improve decision-making.
- Directed marketing strategy, technology launches, and sales enablement initiatives, including Microsoft Teams, Power Automate, Zapier, AI tools, and multiple prospect retargeting strategies.
- Expanded the website's functionality by implementing conversion-focused features and user paths that improved experience and strengthened the online buyer journey from discovery to inquiry.
- Accelerated adoption of new processes and technologies through company-wide training, in-person instruction, and instructional assets that improved staff efficiency and alignment with marketing-driven initiatives.

Senior Content Manager, Internal Communications

1st Franklin Financial Corporation | Full-Time | *November 2022 - December 2024*

- Transformed the company intranet into a high-value operational platform, redesigning user experience and content strategy to drive a 128% increase in engagement within 9 months.
- Conceived and implemented a company-wide wellness initiative for 1,900+ employees, achieving 88% participation and significantly improving employee engagement at zero additional cost.
- Managed a team of 7 in producing multichannel content strategies and executive communications, improving information flow across a decentralized workforce.
- Collaborated with leadership on monthly executive presentations and strategic messaging, aligning internal communications with broader organizational goals and initiatives.

- Evaluated workflows, tools, and interdepartmental collaboration across 7 departments, then redesigned processes and introduced new resources to improve operational efficiency and team impact.

Director of Marketing

ClaimInformatics, Ltd. | Contract | *March 2022 - September 2022*

- Oversaw web, content, and brand strategy across two healthcare technology divisions, supporting both a legacy consulting business and a new AI-driven SaaS platform focused on payment integrity and claims analysis.
- Clarified digital positioning and messaging to translate complex healthcare analytics capabilities into stronger value propositions for investors, enterprise buyers, and strategic partners.
- Produced investor-ready marketing assets, including pitch decks, one-pagers, slide templates, website content, and digital collateral to support fundraising conversations, product education, and market visibility.
- Advanced website and SEO performance through improvements to site structure, messaging, metadata, internal linking, image optimization, and keyword alignment, contributing to 92% organic traffic growth within two months.

Marketing Director

Epic Homes Georgia | Contract | *March 2019 - June 2022*

- Produced and maintained digital and print marketing collateral, including SEO-focused blogs, information sheets, real estate photography, buyer-facing assets, and weekly content updates.
- Rebuilt and managed EpicHomesGeorgia.com with a Google-focused website strategy, improving search visibility and contributing to a 1,174% increase in site visitors from Google within 30 days post-launch.
- Crafted social media campaigns designed to drive qualified traffic to the website, increase visibility for custom-built homes, and support sales opportunities.
- Delivered full-service marketing support across web design and management, campaign development, copywriting, collateral design, digital renderings, email marketing, corporate blogging, market research, and social media content production.

Head of Marketing, North Division

Prestige Brokers & Co. | Contract | *Feb 2017 - June 2022*

- Owned day-to-day marketing operations for multiple homebuilder clients across North Georgia, supporting digital presence, lead generation, brand visibility, and sales collateral needs.
- Maintained web content, digital marketing assets, and promotional materials for six new home construction businesses, ensuring each client sustained a consistent, market-ready presence across digital and print channels.
- Provided full-service marketing execution across web design and management, copywriting, campaign development, collateral design, digital renderings, email marketing, market research, social media, photography, and videography.
- Balanced creative production, digital strategy, and client-specific execution across multiple builder brands, helping each business promote communities, available inventory, and buyer-facing messaging more effectively.

Head of Marketing & Customer Experience

Kittle Homes | Contract | *July 2019 - May 2022*

- Rebuilt the company's website experience and customer journey to improve navigation, streamline conversion paths, increase Google and social media traffic, and generate more qualified, category-specific leads for the sales team, contributing to an 826% increase in weekly active users within 30 days.
- Supervised a team of 4 multimedia specialists in executing a modernized content strategy across website updates, visual assets, digital media, and marketing collateral, strengthening brand consistency and campaign execution.
- Managed inventory-focused email campaigns promoting available homes, new communities, buyer incentives, and company updates to support lead engagement and sales team follow-up.
- Developed lead nurturing strategies to extend the impact of a lean sales team, improving prospect communication, follow-up consistency, and buyer progression through the sales funnel.

Assistant Manager

Absolute Storage Management | Full-Time | *November 2015 - January 2017*

- Managed daily operations for a self-storage facility, supporting customer service, leasing, billing, account resolution, property upkeep, and tenant communication.
- Resolved delinquent accounts through customer outreach, payment follow-up, account review, and service-focused collections, helping protect revenue and reduce avoidable account losses.
- Oversaw facility presentation and grounds maintenance, ensuring storage units, office areas, and customer-facing spaces remained clean, secure, and ready for prospective tenants.
- Executed direct-to-consumer sales and marketing efforts for walk-in customers and outbound cold-call prospects, promoting available units, explaining rental options, and converting inquiries into rentals.
- Supported occupancy growth by combining customer service, local prospecting, needs-based selling, and day-to-day facility management.

CERTIFICATIONS

HubSpot Academy Certifications

- Content Marketing, *Nov. 2023*
- Digital Advertising, *Dec. 2023*
- SEO II, *Jan. 2024*
- Growth-Driven Design, *Feb. 2024*
- Inbound Marketing, *Mar. 2024*

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August 6, 2026

Dear The Weather Company Hiring Team,

I am writing to express my interest in your opening for a Product Marketing Manager. With over 10 years of experience scaling marketing functions that drive measurable business growth, I bring a strong record of leading marketing strategy, mapping buyer journeys, and establishing digital infrastructure. My background spans marketing ecosystem architecture, web strategy, paid advertising, search visibility, enablement training, change management, and design/media production grounded in a strong understanding of consumer behavior and leadership.

In my most recent role, Reliant Homes brought me on to help rebuild and modernize the company's marketing and sales function. As a result, I led the transition to a digital-first, performance-driven strategy, implementing Meta advertising and retargeting tactics that consistently delivered sub-\$0.30 CPC and contributed to a 10–12% increase in in-house sales share. I executed a strategic SEO and website overhaul that helped increase weekly active users from approximately 1,200 to over 9,000 users in 18 months. Additionally, I introduced segmented email campaigns designed to generate actionable leads for the sales team. These grew to 30–35% open rates, and I used their heat maps to tailor follow-up messaging, successfully nurturing unresponsive prospects back to the table. To supplement, I developed a 20-touchpoint drip campaign for the agents to deploy via email and SMS, built retargeting playbooks and reporting frameworks across GA4 and Meta, and assisted leadership in establishing workflows that improved sales enablement and accountability. Through these contributions and more, I helped shift Reliant Homes' marketing department from basic methods to a scalable, responsive, and data-driven ecosystem.

I am enthused at the potential of adding to the ongoing success at The Weather Company, combining strategy, consistency, and leadership to drive continued growth for us both. With that, I would welcome the opportunity to discuss how my experience aligns with your goals.

With gratitude,

Andrew Nathaniel Auguste, Sr.