

Andrew N. Auguste, Sr.

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Strategic and growth-oriented marketing leader 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 • Buyer Journey • Data Visualization • Copywriting • CX • Web Design • UX/UI Design • HTML • Paid Ads • Public Speaking • Budget Optimization • Lead Generation • AI Enablement • Agentic Marketing

TOOLS & PLATFORMS

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 • Claude • ChatGPT

EXPERIENCE

Marketing Specialist

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

- Recruited to rebuild and modernize the marketing function across 25+ residential communities, transitioning traditional real estate marketing practices into a scalable, data-driven growth operation.
- Guided marketing investment and channel strategy, redirecting budget toward digital advertising, AI-assisted technologies, and sales enablement without increasing overall marketing spend.
- Launched Google and Meta advertising programs, achieving costs per click below \$1.10 and \$0.30, respectively, alongside segmented email campaigns that contributed to a 12% relative increase in in-house sales share.
- Led SEO, GEO, and AEO website optimization, as well as digital customer journey improvements, increasing weekly website users from approximately 1,200 to 9,600+ while strengthening organic visibility, lead capture, and conversion opportunities.
- Revitalized email marketing for prospects inactive for 4+ months by introducing communities and price points beyond their original preferences. Analyzed renewed engagement to inform sales leadership and improve lead assignments, generating 11 home tours and 3 sales within 5 months.
- Architected an automated, buyer-specific lead nurturing system incorporating 20-touchpoint email and SMS sequences, lead-scoring criteria, AI-enabled automations, retargeting infrastructure, and self-guided touring workflows to strengthen lead qualification, prospect engagement, and sales follow-up.
- Spearheaded sales enablement and technology adoption initiatives, leading practical training workshops on CRM utilization, lead scoring, workflow automation, and prospect follow-up to improve employee proficiency, accountability, and alignment between marketing and sales.

- Established performance reporting infrastructure across GA4, Meta, email analytics, and integrated marketing platforms, improving campaign visibility, cross-channel measurement, and data-informed decision-making.
- Incorporated AI-assisted workflows and automation into marketing operations, streamlining recurring processes, reducing administrative friction, and improving execution consistency while maintaining human oversight and professional judgment.

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 unique content views 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, segmented 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.

CERTIFICATIONS

HubSpot Academy Certifications

- Content Marketing, *November 2023*
- Digital Advertising, *December 2023*
- SEO II, *January 2024*
- Growth-Driven Design, *February 2024*
- Inbound Marketing, *March 2024*