Andrew N. Auguste, Sr.

Atlanta, GA ● (678) 650-7398 ● andrewnauguste@gmail.com ● Portfolio

SKILLS

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 • Canon EOS R6

EXPERIENCE

Marketing Specialist

Reliant Homes | *December 2024 - Current*

- Selected to help rebuild and modernize the marketing department and its channels, transforming a traditional approach into a scalable, data-driven growth engine across over 25 communities.
- Led digital transformation, implementing Meta Ads and Pixel tracking from the ground up; achieved sub-$0.30 CPC across a $4K/month budget and contributed to a 12% increase of in-house sales.
- Executed full SEO and website optimization strategy, increasing weekly traffic from ~1.2K to 9.6K+ users and improving organic and paid visibility.
- Built and launched segmented email marketing strategy, achieving 30–35% open rates, up to 4% click rates and generating sales-ready, trackable leads for agent follow-up.
- Designed 20+ touchpoint automated drip campaigns (email + SMS) aligned to buyer readiness, improving lead nurturing, agent accountability, and conversion consistency.
- Introduced a self-guided tour program and digital lead capture opportunity to improve buyer experience and identify high-intent prospects earlier in the funnel.

- Advised executive leadership on reallocating budget from traditional to digital channels, improving marketing efficiency without increasing spend.
- Developed reporting frameworks (via GA4, Meta, email analytics), vendor integrations, and internal training resources to standardize operations and improve decision-making.
- Led marketing strategy, technology launches, and sales enablement initiatives; including, but not limited to: Microsoft Teams, Power Automate, and Zapier, AI tools and multiple prospect retargeting strategies.
- Owned web expansion by implementing site features and conversion-focused paths, improving user experience and strengthening the online buyer journey from discovery to inquiry.
- Drove adoption of new processes and technologies by leading company-wide training both in-person, and through designing instructional assets improving staff efficiency and alignment with marketing-driven advancements.

Senior Content Manager, Internal Communications

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

- Led the transformation of 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 executed a company-wide wellness initiative for 1,900+ employees, achieving 88% participation and significantly enhancing employee engagement at zero additional cost.
- Directed a team of 7 in developing multichannel content strategies and executive communications, improving information flow and engagement across a decentralized workforce.
- Partnered with leadership to deliver executive presentations and strategic messaging, aligning internal communications with broader organizational goals and initiatives on a monthly basis.
- Led cross-functional initiatives across 7 departments, assessing workflows, tools, and interdepartmental collaboration to redesign processes and create/introduce new tools that improved operational efficiency and team impact.

Director of Marketing

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

- Oversaw the web and content strategy for branding two divisions: legacy consulting and a new SaaS division centered around AI.
- Created scalable UI solutions and boosted market visibility via diverse channels with supporting marketing assets.
- Evaluated communication funnels and delivered data-driven recommendations for optimization.

Head of Marketing & Customer Experience

Kittle Homes | *July 2019 - May 2022*

- Redesigned the web experience to attract more qualified leads, leading to an 826% traffic spike in 14 days.
- Supervised a team of 4 multimedia specialists to refresh the website, social media content, and marketing materials under a new brand strategy.

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*