

Andrew N. Auguste
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Adept in UX/UI, web and graphic design, tactical marketing, and out-of-the-box content strategy for businesses and brands varying in size. Seasoned in producing professional grade, multimedia content, both digital and print.

Professional Skills

- UX/UI Design
- End-User Optimization
- HTML/CSS
- Web Design/Management
- Data Visualization
- Photography/Videography
- Adobe Creative Suite
- SEO/SEM
- Graphic Design
- Copywriting
- Real Estate Marketing
- 3D Virtual Reality Tours
- Market Research
- Brand Strategy
- Social Media Management
- Filmmaking
- Cost Management

Senior Content Manager, Internal COMMs & Employee Engagement

1st Franklin Financial Corporation | November 2022 - Current

- Overhauled the UX of the company's intranet platform, content strategy, increasing engagement by 32% in 6 months time.
- Blueprinted, executed, and conducted data reviews for a new competition-based, year-long employee wellness initiative housed and operated within the intranet platform that earned 84% participation from over 1900 users.
- Collaborated with cross-functional teams to produce multimedia communications for internal use in support of initiatives/programs.
- Designed and storyboarded decks for executive pitches/presentations.
- Conducted comprehensive user research, including surveys, interviews, and usability testing, to inform design decisions and enhance user experiences.

Web Designer, Communications Consultant

ClaimInformatics, Ltd. | March 2022 - Sept 2022

- Led the web/graphic design strategy to illustrate and brand the companies two divisions; the legacy consulting function, and a new SaaS division focused solely on licensing their proprietary AI platform.
- Prototyped scalable solutions across devices, emphasizing simplicity, informativeness, and meticulous attention to detail for the platform.
- Increased company's market presence through a variety of methods including, but not limited to, newsletters, email campaigns, social media posts, webinars, press releases, web content and SEO improvements.
- Quantified impact of various messaging channels and proactively suggested ways to start/stop/improve specific communication efforts through data-driven proposals.
- Constructed pitch decks and other marketing collateral for external use.

Head of Marketing and Content Production

Kittle Homes | July 2019 - May 2022

- Rebuilt the company's website to boost engagement and browse time, drive traffic from Google and social media, and generate category specific leads to increase conversion. As a result, site traffic rose 826% within 14 days.
- Marketing initiatives led to multiple, fully sold out, new construction communities in record company time.
- Built a brand new content strategy powered by modernizing the company's marketing assets (collateral, graphics, photos, videos, blogs, and more).
- Directed marketing operations via the company's website, social media platforms and D2C communication channels as part of a push to build an online presence.
- Updated marketing assets containing elements such as product specifications, site plan/map renderings, property photos and videos on a weekly basis.