

Andrew N. Auguste

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SKILLS

Team Leadership | Marketing/Brand Strategy | Adobe Suite | Graphic Design | Photo/Videography | Web Design/Management | Copywriting | SEO/SEM | Social Media Management | End-User Optimization | Data Visualization | UX/UI Design |

EXPERIENCE

Senior Content Manager, Internal Communications

1st Franklin Financial Corporation | November 2022 - Current

- Transformed the company's intranet UX and content strategy, boosting total content views by 128% in 9 months.
- Conceptualized and executed a competitive wellness initiative that earned 88% participation from 1900+ users in 11 months.
- Orchestrated multimedia content plans, crafted executive pitch decks, and led a team of 7 to promote topic-specific engagement across the decentralized network.

Director of Marketing

ClaimInformatics, Ltd. | March 2022 - September 2022

- Spearheaded web and content strategy for branding the company's two sectors: a legacy consulting function and an all new SaaS division, focused on marketing their AI platform.
- Engineered scalable UI solutions, amplified market presence through diverse channels with supporting marketing collateral.
- Assessed communication funnels, providing data-driven proposals.

Head of Marketing & Customer Experience

Kittle Homes | July 2019 - May 2022

- Reimagined the web UX and customer journey, driving an 826% traffic increase in 14 days.
- Supervised a team of 4 multimedia specialists in modernizing the website, social media content, and marketing materials with a rejuvenated brand strategy

Director of Marketing & Design

Epic Homes Georgia | March 2017 - April 2019

- Led the design and implementation of multimedia marketing assets, social media campaigns, and website management, including SEO-focused updates and blog content.
- Prepared high-quality graphics, photos, and video assets, and provided marketing support to sales center agents.

Digital Marketing Manager

Prestige Brokers Group of Atlanta | February 2016 - April 2018

- Oversaw the marketing efforts for the company's 10 real estate developer clients.
- Built and maintained client websites, directed marketing campaigns, and created high-quality graphics, photos, and videos for collateral.

EDUCATION

HubSpot Academy Certifications

- Content Marketing
- Inbound Marketing
- Digital Advertising
- SEO II
- Growth-Driven Design