

AUDREY TRAJANO

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Marketing professional with 4+ years of experience in brand messaging, digital content, creative production, and stakeholder management. Skilled at translating audience insights into compelling narratives and bringing campaigns to life across multiple channels. Proven ability to manage complex projects and multiple workstreams simultaneously while maintaining attention to detail and brand consistency.

SKILLS

B2B Marketing Strategy	Email Marketing	HubSpot	Canva
Event Planning	Marketing KPIs	WordPress	Adobe Creative Cloud

EXPERIENCE

Digital Marketing Specialist, AKUVO March 2023 - Present

- Develop messaging frameworks, content strategies, and creative assets for brand and product marketing campaigns, ensuring consistent positioning across all audience touchpoints.
- Plan, design, and write all social media content including calendar, visual assets, and copy.
- Build and design website pages and microsites independently; redesigned core page templates improving visual consistency and brand alignment.
- Conduct audience and competitive research in partnership with VP of Events, contributing to sponsorship strategy and partnership decisions.
- Own end-to-end management of a 250-person, 4-day annual conference including venue contract, AV, sponsors, speakers, attendee experience, and \$150K budget; content reviewed and approved by SVP of Marketing.
- Manage all sponsor and exhibitor relationships; produce logistics guides, sponsorship materials, and post-event program deliverables.
- Trained and onboarded incoming Events Coordinator while maintaining full operational continuity.
- Direct and delegate tasks to marketing interns, providing creative direction and feedback to support campaign execution and professional development.

Freelance Social Media Strategist April 2025 - Present

- Develop overarching social media strategies for multiple clients including content pillars, audience profiles, platform mix, tone, and messaging architecture
- Conduct competitor, market, and trend research to inform long-term strategy and monthly content shifts
- Translate analytics into actionable recommendations on content mix, timing, and creative direction; prepared monthly strategy reports with KPI updates and optimization recommendations
- Develop campaign roadmaps aligned with seasonal opportunities and advise on boosted post strategy and influencer partnerships

Marketing Coordinator, Altus Agency April 2020 - Dec 2022

- Managed and tracked marketing projects for B2B and nonprofit clients, ensuring on-time and on-brand campaign delivery.
- Created content for email, digital ads, and branded collateral, aligning messaging across campaigns using HubSpot and Constant Contact.
- Supported virtual and hybrid events by overseeing logistics, managing creative assets, and coordinating follow-up engagement.
- Developed sponsorship decks, content calendars, and post-event reports to measure impact.

Volunteer Leader, Cobbs Creek Ambassadors Nov 2023 - Present

- Lead trash cleanups in West Philadelphia once a month.
- Track registrations to coordinate accurate logistics such as supplies and group assignments.