

ANDREW PEÑA

MARKETER / CREATIVE

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PROFILE

Energized by challenges and driven by connection, I'm a people-focused professional who turns conversations into opportunities. From managing innovative marketing campaigns to planning impactful events, I bring creativity and strategic thinking to every project I'm a part of.

EDUCATION

The University of Texas at Austin

Aug 2019 - May 2023

BS in Advertising • Minor in Business • Texas Creative Portfolio Program

EXPERIENCE

Sterling Custom Homes, Inc.

Nov 2023 - Present

Marketing Specialist

- Developed and implemented comprehensive marketing strategies to enhance brand visibility and drive client engagement.
- Managed and optimized the company website and social media platforms, creating dynamic content to attract new leads and maintain strong relationships with realtors, potential clients, and the community at large.
- Planned and executed realtor-focused events to strengthen partnerships and generate referral opportunities, fostering a robust professional network.
- Designed and distributed targeted postcard and email marketing campaigns, achieving measurable growth in client inquiries and lead generation.
- Created and maintained a consistent and compelling brand identity across all digital and physical marketing materials, reinforcing Sterling's reputation as a leader in the custom home building market.

4P Renovation

May 2022 - Jul 2022

Brand Development Intern

- Constructed brand image by conceptualizing and designing company logo with brand developer.
- Informed design decisions for new website and social media platforms through weekly meetings with executive board.

SKILLS

Canva, Wordpress, Social Media, Video Editing, Marketing, Communication, Creativity, Adaptability

INTERESTS

Texas Football, Guitar, Trading Cards, Fitness