

ANDREW PEÑA

MARKETING SPECIALIST

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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 & PROJECTS

Sterling Custom Homes, Inc.

Nov 2023 - May 2025

Marketing Specialist

- Revitalized the company's social media presence through creative content strategies that increased engagement and expanded reach across six platforms.
- Modernized the company website by creating new pages, updating galleries, improving navigation, and enhancing usability to strengthen digital presence and lead flow.
- Designed and executed direct-mail postcard and email campaigns targeting realtors and Lakeway residents to promote available lots and increase awareness in key neighborhoods.
- Organized monthly targeted realtor networking events to build stronger industry relationships which resulted in 1.2 million dollars in property listings.
- Designed and distributed marketing materials such as brochures, magazine ads, listing signs, etc., that aligned with brand goals, and ensured consistent visual identity across all channels.
- Captured and edited drone footage and 3D virtual tours for marketing and operational use, enhancing the home-building experience internally and for clients.

Austin Archives

Jun 2025 - Present

Co-founder

- Producing original video content and managing social media for Austin Archives, growing audience engagement and building a recognized local media brand.
- Developing merchandise and leading partnerships with local businesses and nonprofits to drive community initiatives and expand the project's reach.

ATX Liquid Lounge

Jun 2025 - Present

Web Designer

- Designed, developed, and currently manage a website from scratch using Wix, creating a modern, user-friendly platform for the mobile bartending business.
- Integrated booking forms, and optimized for mobile to improve client inquiries and ease of use.

SKILLS

Canva, Wordpress, Wix, Social Media, Capcut, Mailchimp, Microsoft Office, Google Suite, 3D Vista

INTERESTS

Guitar, Fitness, Videography, Texas Football