

RENATA PENA

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Professional Experience

Sr. Community Engagement Specialist

March 2024 - Present

Jellyfish, Remote, USA

- Fully managed and executed all social media efforts independently, driving 400K+ impressions, 10% engagement rate, and 8% CTR on LinkedIn across 290+ posts.
- Grew LinkedIn by 4.7K+ followers and doubled organic social website traffic YoY, tripled from Q3-FY23.
- Transitioned community strategy to a social-first approach, integrating in-person and online events with the launch of a 1:1 Peer Networking Program for customers and prospects.
- Managed customer community space, creating content and fostering engagement.
- Led G2 review campaigns, securing 116 new reviews through gifting, gamification strategies and targeted email outreach, achieving 64% peak email open rate.
- Traveled quarterly to Boston to support key initiatives, including marketing event facilitation.
- Measured and reported on the results of community and social initiatives to optimize strategies and demonstrate impact.
- Collaborated cross-functionally (sales, product, customer success) to align community efforts with business goals.
- Conceptualized and developed swag for community, Champion program, and G2 gifting.

Associate Brand Content Producer

January 2023 - March 2024

POLITICO, LLC, Arlington, Virginia

- Supported marketing initiatives, including paid campaigns and social content planning.
- Led monthly social media progress reviews, proposing actionable solutions.
- Executed a \$2,500 Twitter follower campaign to boost brand awareness and community engagement.
- Expanded POLITICO Focus's presence by launching an Instagram account.
- Managed promotional content creation and full lifecycle production of templated product executions, contributing to \$850K in revenue.

Social Media Coordinator

September 2021 – January 2023

Khoros, Remote, USA

- Managed social media for Fortune 50 tech clients and Target, actively mining social conversations for relevant information, opportunities to engage, and potential customer escalations
- Analyzed data to guide strategic social decisions and engagement.
- Owned copywriting for Fortune 50 tech clients and Target, producing published content across social platforms
- Spearheaded a Social Strategy Refresh for a Fortune 50 tech client

Social Media Manager and Copywriter

January 2022 – April 2022

Sherane Chen LLC, Remote, USA

- Produced email summaries, show notes, and blogs weekly, driving audience interaction and brand awareness.
- Edited and published content across client social media profiles, maintaining consistent brand messaging.

Campus Representative

April 2019 – July 2020

Victoria's Secret Pink, Blacksburg, VA

- Managed the @vtechvspink Instagram, Snapchat and Facebook, creating promotional content
- Organized events targeted at Virginia Tech students, including an event that doubled daily store revenue

Education

Virginia Polytechnic Institute and State University (Virginia Tech), Blacksburg, VA

B.A., Multimedia Journalism with Spanish Minor, 3.4 GPA

Additional Skills: Bilingual (Spanish), Social Media Strategy, Asana, Content Creation, Adobe Premiere Pro, Canva, CapCut, Crisis & Social Listening, ChatGPT, Gainsight CS & CC, Hootsuite, Khoros, Google Workspace (G-suite)