

RENATA PENA

Fairfax, VA 22031

(304) 995-6717 | renata22pena@gmail.com | www.renatapaola.com

Professional Experience

Social Media Manager

June 2025 – Present

CARFAX

- Rebuilt CARFAX's organic social presence, redefining brand identity, content strategy, and platform execution to drive cultural relevance and audience growth
- Own end-to-end social strategy across platforms, developing content designed to educate, entertain, and connect with new audiences,
- Partner with editorial and cross-functional teams to develop social-first content and establish the brand as an authority within its category
- Lead expansion into Spanish-language content and bilingual campaign production to reach new audiences
- Led onboarding of key partners, including Sprout Social; currently building a \$200K influencer and creator program
- Identified operational gaps and independently managed analytics and reporting infrastructure during a 7+ month transition
- Secured and managed intern headcount; led hiring, onboarding, and direct management
- Authored all Car Fox character scripting for social animations

Sr. Community Engagement Specialist

March 2024 - June 2025

Jellyfish

- Owned social and community strategy, driving 460K+ impressions, 10% engagement, and 6K+ LinkedIn follower growth
- Generated 293 opportunities and \$2.5M in pipeline through organic social and community initiatives
- Transformed community into a social-first ecosystem, launching a 1:1 peer networking program connecting customers and prospects
- Led G2 review campaigns, securing 150+ reviews through targeted lifecycle and incentive strategies
- Partnered with marketing, customer success, and leadership teams to translate audience insights into content, engagement, and growth strategies

Associate Brand Content Producer

January 2023 - March 2024

POLITICO, LLC

- Contributed to \$850K in revenue through content production supporting integrated marketing campaigns
- Launched POLITICO Focus's Instagram to expand audience reach
- Led social performance reporting and translated audience insights into strategic content recommendations

Social Media Coordinator

September 2021 – January 2023

Khoros

- Managed enterprise social media and community management for brands including Target and Meta, providing real-time engagement, issue triage, and escalation support
- Conducted social listening, sentiment analysis, and trend monitoring to identify emerging conversations, audience interests, and content opportunities
- Led a social strategy refresh for a Fortune 50 client

Education

Virginia Tech — B.A. Multimedia Journalism, Minor in Spanish

Skills: Social Media Strategy | Content Strategy | Community Building | Content Creation | Social Listening | Social Analytics & Reporting | Campaign Development | Asana | Adobe Premiere Pro | Adobe Express | Canva | CapCut | Sprout Social | Hootsuite | Bilingual (Spanish)