

Tatiana Aramayo

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OBJECTIVE

Scientifically minded marketing professional with an eye for detail and a passion for clear, impactful communication. Experienced in content writing, digital marketing, event management, technical writing, and editing. Adept at managing multichannel campaigns and collaborating across teams to achieve results. Now seeking to deepen digital marketing expertise and contribute to innovative, strategy-driven campaigns.

EXPERIENCE

Marketing Professional – Reynolds & Reynolds, College Station, TX

July 2019 – Present

- Lead content creator for B2B marketing across multiple industries, producing multichannel campaigns including websites, emails, white papers, advertisements, blogs, social media, and news.
- Collaborate with marketers, designers, sales reps, and web developers to align messaging and branding.
- Analyze campaign performance and ROI, using data to improve engagement and conversions.
- Edit and proofread content across formats for tone, consistency, and clarity.
- Manage inbound customer inquiries and lead data, contributing to streamlined pipeline processes.
- Conduct market research and write reports for internal stakeholders.
- Plan and execute national trade shows and events, managing logistics, budgeting, promotional inventory, and pre-/post-show operations.
- Maintain event collateral for allied brands and support regional and national sales teams.
- Mentor and train new associates in lead management systems and campaign processes.

Freelance Copy Editor – Self-Employed, College Station, TX

May 2015 – July 2019

- Edited academic theses, dissertations, and journal articles for grammar, structure, and clarity.
- Formatted documents to meet strict academic publishing standards.
- Collaborated closely with clients to improve flow and accuracy.

Transcriber – REV, College Station, TX

February 2018 – May 2019

- Transcribed audio and video content accurately and on deadline.
- Improved accessibility and clarity for end users.

Blogger – Verblío, College Station, TX

May 2018 – September 2018

- Created blog posts for a wide variety of clients and industries.
- Conducted research and applied SEO best practices.

Editor & Writer – Department of Agricultural Leadership, Education, and Communications

May 2015 – August 2015

- Edited and revised academic articles and reports.
- Wrote accessible content on Agricultural and Life Sciences impact for general audiences.
- Collaborated with a small team to manage content and deadlines.

Program Book Designer – AggieCon, College Station, TX

November 2014 – April 2015

- Designed and laid out the program book for a 400-attendee comic convention.
- Created event schedules and coordinated with team leads.

EDUCATION

Bachelor of Science in Biology

Texas A&M University, College Station, TX

August 2014 – August 2017

CERTIFICATIONS

- Certified Digital Marketing Professional – Digital Marketing Institute & American Marketing Association (June 2022)
- Google Digital Marketing & E-Commerce Certificate – Coursera (December 2022)
- HubSpot Marketing Software Certificate – HubSpot Academy (April 2023 – May 2024)

PUBLICATIONS

- Aramayo, Tatiana. (2018). “Book Review: *Deadliest Enemy*.” *Science Editor*, 2:41.
<https://www.csescienceeditor.org/article/book-review-deadliest-enemy/>

TECHNICAL SKILLS

- **Software & Tools:** Microsoft Office, Google Docs, Adobe Acrobat, Adobe Creative Suite
- **Project Management:** Asana, Circa, EZOffice
- **Digital Marketing:** CRM, HubSpot, Mailchimp, NakedLime, Email Campaigns, SEO
- **Marketing:** Content Creation, Copywriting, Editing, Market Research, Competitor Research
- **Social Media:** Hootsuite, Canva, Twitter, Facebook, Instagram
- **Web Content Management:** WordPress, Drupal, Google Sites, HTML
- **Analytics & Reporting:** Google Analytics, Google Ads, Excel, Google Sheets, Galaxy

SOFT SKILLS

Critical Thinking • Initiative • Team Collaboration • Multi-tasking • Adaptability • Quick Learning • Research-Oriented