

Tatiana Aramayo

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EXPERIENCE

Marketing Professional – Reynolds & Reynolds, College Station, TX

July 2019 – Present

- Lead content creator for B2B marketing for a dozen industries, producing 100+ multichannel campaigns including websites, emails, white papers, advertisements, blogs, social media, and news.
- Collaborate with 50+ of marketers, designers, sales reps, and web developers to align messaging and branding.
- Analyze campaign performance and ROI, using data to improve engagement and conversions up to 25%.
- Edit and proofread 100 + content across formats for tone, consistency, and clarity.
- Manage 500 + inbound customer inquiries and lead data per month, contributing to streamlined pipeline processes.
- Conduct 1-2 market research projects a year and create written reports for internal stakeholders.
- Plan and execute 200 + national trade shows and events per year, managing logistics, budgeting, promotional inventory, and pre-/post-show operations.
- Maintain event collateral for 7 + allied brands and support dozens of regional and national sales teams.
- Mentor and train 2 new associates in lead management systems and campaign processes.

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

May 2015 – July 2019

- Edited 5+ academic theses, dissertations, and journal articles for grammar, structure, and clarity.
- Standardized formatting for 10+ academic documents, adhering to publisher-specific guidelines ensuring consistent presentation and acceptance.
- Collaborated closely with 5+ clients to improve flow and accuracy.

Transcriber – REV, College Station, TX

February 2018 – May 2019

- Transcribed 1-3 audio and video content per month at 95% accuracy and on deadline.
- Implemented standardized formatting guidelines for transcribed documents, which ensured consistency and improved clarity for 20+ end users.

Blogger – Verblio, College Station, TX

May 2018 – September 2018

- Developed 1-2 engaging blog posts per month across 3+ industries, creating engaging B2C content.
- Performed comprehensive industry research and strategically applied SEO best practices.

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

May 2015 – August 2015

- Improved accessibility of three reports on agricultural practices by editing complex data into clear, concise language, resulting in positive feedback from senior professors and communications experts.
- Collaborated with a small team of 2-5 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.

- Masterminded daily schedules for AggieCon activities, incorporating feedback from 20+ team leads and the convention organizing committee, and resolved scheduling conflicts.

EDUCATION

Bachelor of Science in Biology

Texas A&M University, College Station, TX

August 2014 – August 2017

CERTIFICATIONS

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

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 Workspace, Adobe Acrobat, Adobe Creative Suite, GitHub
- **Project Management:** Asana, Circa, EZOffice, Budget Management, Logistics Management, Trade Show Management
- **Digital Marketing:** SEO, Email Campaigns, CRM, HubSpot, Mailchimp, NakedLime, Social Media Marketing (Advanced)
- **Content Marketing:** Content Creation, Copywriting, Editing, Blog Management, Content Strategy
- **Marketing Automation:** Lead Nurturing, Segmentation, A/B Testing, Marketing Analytics, List Management, Personalization
- **Social Media:** Hootsuite, Canva, Twitter, Facebook, Instagram
- **Web Content Management:** WordPress, Drupal, Google Sites, HTML, Markdown
- **Analytics & Reporting:** Google Analytics, Google Ads, Excel, Galaxy, Data Visualization, Statistical Analysis