

Andrea Naranjo

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EDUCATION

Elmhurst University | Elmhurst, IL

May 2027

Bachelor of Arts, Digital Marketing Communication

PROFESSIONAL SUMMARY

Growth-focused Digital Marketing leader specializing in acquisition funnels, organic short-form content ecosystems, and community architecture. Track record of scaling consumer engagement, directing creative teams, and implementing data-driven campaigns that maximize brand visibility, Gen Z market share, and conversion metrics.

CORE COMPETENCIES

- Organic Growth & Acquisition: Funnel Architecture | Community Scaling | Conversion Strategy
- Brand Governance & Positioning: Identity Revamps | Asset Standardization | Multi-Channel Campaigns
- Data Analysis & Analytics: Platform Insights (Meta, TikTok) | Trend Analysis | Metric Optimization
- Cross-Functional Leadership: Directing Creative Teams | Executive Comms | Stakeholder Alignment

MARKETING EXPERIENCE

Association of Latino Professionals For America, Elmhurst University | Elmhurst, IL August 2024 – Present
Co-Founder and Director of Marketing

- Scale membership to 80+ in 12 months by architecting QR-enabled print-to-digital acquisition funnels and deploying high-converting Reels.
- Led a 3-person creative team to execute brand awareness campaigns, establishing corporate pipelines with Ally.
- Instituted brand governance protocols aligned 100% with ALPFA National guidelines, earning formal recognition from ALPFA Chicago.

Latino Student Association | Elmhurst, IL

May 2025 - May 2026

Vice President of Public Relations

- Drove a 50% boost in event attendance (80+ attendees) by building a structured multi-platform promotion engine and data-backed posting cadence.
- Executed full-funnel cultural marketing campaigns, utilizing Instagram analytics to tailor programming to key student segments.

Upsilon Alpha Chapter of Sigma Lambda Gamma | Elmhurst, IL

November 2024 - September 2026

Vice President of Marketing

- Spearheaded integrated video campaigns and live-event capture, achieving 100% of chapter recruitment targets.
- Leveraged Instagram Insights to optimize posting loops, maximize organic reach, and elevate brand differentiation.

Panhellenic Council, Elmhurst University | Elmhurst, IL

December 2025 — September 2026

Vice President of Public Relations

- Standardized content workflows across 7 sororities by creating a centralized cloud asset pipeline, increasing cross-organizational promotional reach.
- Executed long-tail summer editorial calendars to sustain brand equity and boost Fall formal recruitment interest.

Data Storytelling Sprint (Mentored by PwC Volunteers) | Extern

July 2026 – August 2026

Extern

- Analyzed 200K+ campaign records in Google Sheets, identifying an 8.1% peak conversion lift on direct storytelling channels.
- Delivered an executive deck with actionable recommendations to optimize media spend and lower customer acquisition costs (CAC).

SKILLS

Meta Business Suite, Canva, CapCut, Adobe Lightroom, WordPress, Buffer, Later, TikTok Analytics, Eventbrite Growth Marketing, Conversion Rate Optimization (CRO), Organic Content Ecosystems, SEO Copywriting, PR, Bilingual (English/Spanish Fluent), Cross-Functional Governance, Stakeholder Presentation.