

ANA GRANDE

MARKETING STRATEGIST

EXPERIENCE

Media Coordinator

Sep 2024 – Present

The Justice Reform · Nonprofit

- Manage all internal and external communications while leading the organization's media teams.
- Strategize and execute full-scale awareness and advocacy campaigns in support of the mission.
- Implement marketing campaigns for annual events, driving attendance and growth year over year.
- Produce all marketing materials and design graphics for speakers and external communications.
- Design websites, graphics, merchandise, and print collateral.

Marketing Consultant

2020 – Present

Ana Grande & Co.

- Develop and implement marketing strategies across finance, real estate, health & beauty, and food & beverage.
- Conduct market research to identify target audiences, industry trends, and competitive positioning.
- Create content and copywriting for websites, social media, email marketing, and advertising.
- Manage and optimize digital channels including PPC, SEO, and social media advertising.

Marketing Director

2014 – Mar 2023

Allinsco Insurance

- Led and developed an international marketing department through structured project management.
- Managed and allocated a multi-million dollar marketing budget.
- Oversaw brand portfolio: naming strategies, brand development, and trademark management.
- Executed all campaigns, paid media, social, OTT/CTV, broadcast, digital & traditional, for B2B and B2C.
- Drove data-informed campaign decisions; delivered monthly executive reports.
- Built B2B partner relationships across Texas, supported international offices, led internal communications.

EDUCATION

Tarleton State University

2011 – 2015

Bachelor of Science in Communications

Public Relations & Event Management emphasis · Business minor

CONTACT

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SUMMARY

Data-driven marketing leader with 10+ years building brands, leading international teams, and managing multi-million dollar budgets. Full-funnel expertise across paid media, OTT/CTV, broadcast, and digital for B2B & B2C audiences with emphasis in the non-profit space.

SKILLS

LEADERSHIP

Team Development & Management
Executive Communication
Project Management
Budget Planning

MARKETING

Digital Marketing & SEO
Social Media Marketing
Media Buying
Brand Management
Email Marketing
Event Marketing

CREATIVE

Copywriting
Content Strategy
Graphic & Web Design
Photography

ANALYTICS

Data Analytics & Research
Market Research
Competitive Analysis

ADDITIONAL

AI Software & Tools
Nonprofit Marketing & Advocacy