

Tiffany Pena

Marketing specialist with 7+ years across B2B SaaS start-ups, real estate, EV charging, and food/beverage. I design educational content for sales teams, track campaign performance, and write email copy that converts. Open to full-time roles and select contract work.

Work Experience

Marketing & Design Consultant Oct 2024 – Present
Orange Charger – EV Charging

- Owned end-to-end design and production of partner onboarding documents, case studies, and branded pitch decks.
- Built and deployed HubSpot email sequences and managed scheduled social campaigns via HubSpot CRM.
- Maintained and updated company website in Webflow, self-managing all edits and content changes.

Marketing Coordinator – Contract Feb 2026 – May 2026
Unlimited Tech Solutions – Hubspot

- Conducted AEO audit and built a recommendations report; led to a new industry page.
- Developed full HubSpot lifecycle email sequence library – onboarding, renewal, dunning, and win-back flows – for a SaaS membership program
- Produced on-brand sales collateral and authored blog content on CRM topics, including HubSpot vs. Salesforce comparison.

Marketing Operations Specialist Jan 2021 – April 2024
Peek Travel – Booking Software

- Engineered an AI-powered Google Sheets script, reducing our list cleanup process from multiple days to just one hour.
- Executed 40+ 1:1 and 1:many ABM direct campaigns, targeting 100–500 accounts per campaign, contributing to lead conversion.
- Closed an enterprise account via targeted 1:1 ABM campaign, exceeding 2023 revenue goals by 123%.

Marketing Consultant Oct 2020 – Nov 2021
Good Feels – Beverage production

- Scaled Mailchimp audience by 40% via first newsletter series.
- Designed Instagram strategy and managed brand photography.
- Sourced promotional swag suppliers; owning first swag gift sweepstakes for brand launch.

Digital Marketing Intern Mar 2020 – Dec 2020
Windsor Communities – Real Estate

- Planned monthly social media calendars for over 20 communities.
- Utilized Adobe Illustrator, and InDesign to edit property photos.
- Monitored Jira Tier 1 support tickets for multiple property websites.

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Skills & Competencies

Social Media Marketing
CRM Management
Design
Campaign Creation
Project Management
AI Automation
Content Management
Demand Generation
Campaign Performance Reporting

Tools

Figma | MailChimp | Webflow | Canva
Hubspot CRM | Salesforce | Google Sheets
Claude | Gemini
Adobe Express | Adobe Illustrator
Notion | Google Analytics

Education

General Assembly
Digital Marketing Immersive Course 2019

Quinsigamond Community College
Business Administration – Associates 2017

Interests

Stained Glass Art | Travel | Gaming