

Summer Origenes

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EDUCATION

University of Nevada, Reno

Bachelor of Arts in Journalism—Public Relations & Advertising Emphasis, Minor in Cultural Anthropology

Dec 2023

EXPERIENCE

Power-Sonic

Marketing Coordinator | Feb 2025-Current

- Directed full branding and website redesign, unifying voice and visuals to boost engagement and strengthen brand consistency
- Managed CRM segmentation, data cleansing, and migration from HubSpot to Salesforce Marketing Cloud, enabling precise audience targeting and seamless automated campaigns
- Built multi-channel digital campaigns (email, landing pages, social media) using Salesforce Marketing Cloud, Account Engagement, HubSpot, and ActiveCampaign, increasing engagement by 30% and click-through rates by 22%
- Developed content strategy and assets, including newsletters, case studies, blogs, press releases, and social media content, enhancing audience engagement by 25%
- Implemented automation workflows and QA processes in Asana, improving operational efficiency and cross-team execution
- Analyzed campaign performance and audience behavior to optimize customer journeys and report actionable insights, improving conversions by 15%
- Produced visual marketing assets and 3D product renders to support storytelling, campaigns, and social engagement

News Literacy Community Initiative, Washoe County

Steering Committee, Marketing Officer | Sept 2025-Current

- Designed and launched the WordPress website and brand identity for a local nonprofit promoting news literacy in Washoe County, creating a professional and cohesive digital presence
- Plan upcoming email and social media marketing campaigns, partnering with school board members, journalists, and community organizers to grow community engagement and awareness

Thrive Wellness

Recovery Coach | July-Dec 2024

- Built meaningful and empathetic rapport with adult and teen clients, providing crisis intervention and emotional support to clients as needed
- Led daily discussions with clients to understand areas of improvement for Thrive's Eating Disorder treatment program, advocating for the needs of individual clients and connecting them with appropriate resources and staff
- Documented client information in clinic database clearly and concisely, maintaining HIPAA compliance

Pax8

Internal Communications Assistant | Jan-Aug 2024

- Managed global SharePoint intranet content strategy, improving employee engagement and brand consistency
- Produced weekly articles, visual content, and monthly newsletters to enhance internal communications and participation
- Planned and executed internal digital campaigns, coordinating timelines, assets, and budgets using Wrike
- Tracked performance using Google Analytics and Power BI, reporting insights and optimization opportunities to leadership

NASA - Kennedy Space Center

Community Outreach Intern | Aug-Dec 2023

- Led a national communications campaign for the 2023 and 2024 total solar eclipses, increasing engagement by 40% across the Kennedy Space Center's social channels (Instagram, X/Twitter, and YouTube)
- Developed social content and PR materials, including press releases and whitepapers, to expand outreach
- Organized webinars, online communities, and in-person events to engage K-12 students in citizen science initiatives

Autodesk

Content Marketing Intern | May-Aug 2023

- Built and deployed monthly email newsletters for partners and customers using HubSpot
- Created SEO-optimized WordPress content to improve accessibility, reach, and user experience
- Designed email templates with A/B testing to optimize engagement and performance

SKILLS

- **CRM & Marketing Automation:** Salesforce Marketing Cloud, Account Engagement, HubSpot, ActiveCampaign, ZoomInfo
- **Design & Content Creation:** Adobe Creative Cloud (Photoshop, Illustrator, InDesign), Canva, Maxon Cinema 4D, WordPress

CERTIFICATIONS

- **SEO Foundations** | LinkedIn Learning, Mar 2024
- **Email Marketing** | HubSpot Academy, Mar 2024