

PAIGE VAUGHN

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[Portfolio](#) | [LinkedIn](#)

Marketing strategist with 11+ years of experience leading integrated marketing, executive communications, and brand strategy across agency and entrepreneurial environments. *Past clients: Bank of America, General Motors (GM), Shell Oil Retail, Hewlett-Packard (HP), Comcast, Bell Helicopter, U.S. Army, iFLY, Ottobock, and others.*

Currently pursuing a M.S. in Marketing Analytics at McCombs School of Business (University of Texas) with a focus on analytics and consumer behavior. Passionate about combining customer insights, data, and AI with strategic thinking to strengthen brands, improve customer loyalty, increase product adoption, and drive measurable business growth.

SKILLS

Consumer Insights • Market Research • Customer Segmentation • Analytics • Competitive Analysis • GTM Strategy • Brand Strategy • Data Visualization • AI-Enabled Workflows • Excel • RStudio • SQL • Google Analytics 4

EDUCATION

The University of Texas at Austin, McCombs School of Business, Austin, TX
Master of Science, Marketing Analytics May 2027
Relevant Coursework: Pricing Strategy, AI in Marketing, Demand Modeling, SQL

Texas State University, School of Mass Communication, San Marcos, TX
Bachelor of Science, Public Relations May 2015

CONSULTING PROJECTS

Texas CPG Austin, TX Aug 2026 – Present
Market Research & Strategy Lead

- Developing a searchable directory that connects emerging CPG founders with credible service providers across eight business functions.
- Designing the provider taxonomy and data architecture while aligning board, technical, and industry stakeholders around platform requirements and future AI-assisted search.

WedWallet (Perlyn), San Francisco, CA Oct – Dec 2025
Marketing & Partnerships Manager (Three-Month Contract)

- Advised the CEO and CTO on go-to-market strategy, product positioning, customer segmentation, messaging, and partnerships for an early-stage B2B fintech startup.
- Managed integrated campaigns across email, social, PR, partner, and owned channels to build brand awareness and support customer acquisition.

EXPERIENCE

Paige Vaughn Photo LLC, Austin, TX and San Francisco, CA April 2019 – June 2026
Founder & Principal Photographer

- Client roster included: Meta, The Loren Hotel, Thompson Hotel, Bunkhouse Hotels, Austin Country Club, Bramlett Partners, Pink Granite Foundations, Austin Area Urban League, and others
- Partnered with businesses to create strategic brand photography and visual marketing assets that supported product launches, social engagement, website optimization, and overall brand growth
- Managed a team of five people, establishing operational processes, managing vendor partnerships, and delivering high-quality experiences for 600+ clients across Texas and California
- Scaled business to generate \$300K+ in annual revenue through customer acquisition, brand positioning, referral marketing, and client retention strategies
- Analyzed audience behavior and engagement trends to refine content strategy, growing an organic Instagram audience to 22.9K+ while strengthening brand awareness and inbound customer acquisition

Real Chemistry, Austin, TX

Feb 2018 – Oct 2019

Marketing Manager, Technology Practice

- Analyzed quarterly campaign metrics for Hewlett-Packard (HP) and Intel, and partnered with data teams to optimize strategies, measure outcomes, and deliver actionable client insights
- Advised 10+ C-suite leaders at Comcast and Lionbridge on executive communications, media relations, and content strategy for national campaigns; managed creative agencies on clients' behalf
- Led strategy and execution for SXSW conference panels, positioning Bell as a next-generation mobility leader, resulting in NPR coverage and increased executive visibility with key audiences
- Directed cross-functional teams spanning creative, digital, analytics, and media disciplines to execute integrated campaigns, manage timelines, and deliver high-quality client outcomes
- Developed strategic presentations and new business proposals that contributed to agency growth
- Managed project staffing, resource allocation, and agency utilization planning to balance client delivery, team capacity, and business profitability

Edelman, Austin, TX

Dec 2016 – Feb 2018

Senior Account Executive, Brand Practice

- Executed integrated marketing strategies for consumer and nonprofit brands including Shell Oil Retail, iFLY Indoor Skydiving, Arizona State University, Pearson Education, Ottobock, and the National Domestic Violence Hotline, aligning campaigns with brand and business objectives
- Conducted market research, competitive analysis, and audience assessments to develop strategic recommendations for client campaigns and new business pursuits across eight accounts
- Planned and executed integrated campaigns spanning influencer partnerships, executive communications, content marketing, and earned media to strengthen brand awareness and audience engagement
- Led the creation of Shell Oil Retail's email newsletter reaching 5M+ subscribers and directed the media relations effort for Ferrari x Shell's Formula 1 (F1) partnership with driver Sebastian Vettel
- Managed cross-functional campaign execution by coordinating creative, account, and client teams to deliver complex initiatives on time, on budget, and aligned with strategic objectives

Weber Shandwick (Omnicom Group), Austin, TX

May 2015 – Dec 2016

Associate, Government & Technology Practice

Promoted from Junior Associate, and Intern

- Conducted influencer research and outreach for General Motors' test drive campaign, identifying creators aligned with target audiences, brand positioning, and campaign goals
- Directed six media relations campaigns for BAE Systems and the U.S. Army, garnering coverage including 30+ news articles in Forbes, Entrepreneur, Fast Company, among other national and industry outlets
- Collaborated with cross-functional account teams to execute integrated campaigns spanning content strategy, event activations, social media, and executive communications for technology and government clients
- Contributed to agency growth through new business proposals and intern mentorship