

MARIANA ORDÓÑEZ GAITÁN

Product Marketing & Growth Strategist · Bilingual EN/ES

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PROFESSIONAL SUMMARY

Bilingual marketing strategist and startup builder with experience in product marketing, go-to-market strategy, brand positioning, market research, and multi-channel growth. I turn customer insight into positioning, messaging, and campaigns that drive adoption across product, social, and community channels, with experience spanning fintech, healthcare, real estate, and consumer brands.

CORE SKILLS

Product Marketing · Go-to-Market Strategy · Positioning & Messaging · Market Research · Audience Segmentation · Growth Marketing · Brand Strategy · Content Strategy · Campaign Execution · Social Media Strategy · Competitive Analysis · AI-Assisted Marketing Workflows · Bilingual Marketing EN/ES

EXPERIENCE

Co-Founder — Brand, Product & Growth Marketing | Equit

May 2026 – Present · Atlanta, GA

Fintech startup serving the 65M+ Latino community in the U.S.

- Own brand positioning and messaging across product surfaces, social channels, and investor materials.
- Partner with engineering and product on onboarding, budgeting flows, checkout, and notifications.
- Drove +1,264% organic reach growth with \$0 paid media through content and messaging experimentation.
- Shape go-to-market and pricing strategy by analyzing competitors and defining Equit's differentiation.
- Use AI tools (ChatGPT, Claude, Perplexity, Gemini, Meta AI) for market research and faster campaign iteration.

Digital Marketing Consultant | Nova Fútbol Academy

Mar 2026 – May 2026 · Peachtree Corners, GA

- Built and launched a local go-to-market strategy targeting families in Peachtree Corners and nearby communities.
- Increased Instagram followers from 33 to 74 (+112%) through organic content and audience-focused positioning, converting engagement into new paying clients.

Marketing Coordinator (Promoted from Marketing Intern) | The RMR Group

Jul 2023 – Feb 2025 · Atlanta, GA

- Led social campaigns across Instagram, Facebook, and TikTok, increasing Meta reach by 30% and engagement by 80%.
- Grew TikTok from 0 to 900K+ views and 75K+ likes, contributing to a 20M+ impression brand awareness campaign.
- Managed online reputation for 60+ properties, raising average rating from 3.8 to 4.1 stars in 6 months.
- Produced 400+ graphic and video assets and maintained consistent branding across web and profiles.

Marketing Strategy Consultant | Piedmont Healthcare — GSU PACE Program

Aug 2024 – Dec 2024 · Atlanta, GA

- Led segmentation research for a 1.5M+ young adult audience and helped develop a multi-channel campaign concept.

Market Research Analyst | Kemper Insurance — GSU PACE Program

Jan 2023 – May 2023 · Atlanta, GA

- Analyzed survey data from 300+ respondents and competitive landscape to identify Hispanic market gaps and recommendations.

EDUCATION

B.B.A. Marketing, Minor in Entrepreneurship · Georgia State University, Robinson College of Business · Dec 2024

President's List 2020, 2021 · Dean's List 2022

International Baccalaureate Diploma · Gimnasio Vermont, Bogotá, Colombia Aug 2018– July 2020

Chinese Language & Culture Program · North China University of Technology, Beijing July 2016

TOOLS & LANGUAGES

Meta Business Suite · TikTok Ads Manager · Canva · Adobe · CapCut · HubSpot · Sprout Social · Constant Contact · Google Analytics · Notion · Microsoft 365 · AI tools (ChatGPT, Claude, Perplexity, Gemini, Meta AI)

Spanish (Native) · English (Fluent) · Portuguese (Basic)