



CYNTHIA MECHE

MARKETING / ADVERTISING / E-COMMERCE / STRATEGIC PLANNING

CONTACT

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www.cindisdesigns.com

PROFESSIONAL SKILLS

MANAGEMENT – 15 years

- Team Leadership
- Project Management
- CRM Programs
- Public Relations

WEB DESIGN – 15 years

- Web Design
- Front End Coding
- Email Campaigns
- UX Design

PRINT DESIGN – 15 years

- Advertising Materials
- Event Materials
- Social Media Ads
- Logo Design
- Package Design

MARKETING – 11 years

- Campaign Programs
- Inbound Marketing

PERSONAL SKILLS



WORK EXPERIENCE

2018 - NOW

UNM Health Sciences Center – Albuquerque, NM
SENIOR MARKETING COORDINATOR

- Creates promotional materials, including print and digital, and over sees production
- Monitors program effectiveness, prepares program proposals, and produces periodic evaluation reports
- Works closely with departments in the development of specialized marketing projects
- Negotiates with vendors to execute marketing plans

2016 – 2018

One Acadiana – Lafayette, LA
MANAGER OF CREATIVE SERVICES

- Provided strategic input on branding / identity
- Designed and produce promotional / communication materials, such as print, advertising, presentations, digital content, events collateral, and billboards
- Created promotional materials for Digital graphics for web, social media marketing, and email, including email automation and workflows

2011 - 2016

Stuller Inc. – Lafayette, LA
DIGITAL EXPERIENCE MANAGER

- Manager for (4) web design employees
- Projects return a 15% increase of web sales in 2014
- Responsible for team project delegation
- Worked on website redesigns for multiple company websites using Photoshop, HTML, CSS, and jQuery
- Participated in planning, designing, and usability testing through data-driven decision making
- Created standard operating procedures
- Participated in business planning initiatives

Prior - 2011

- View www.cindisdesigns.com

EDUCATION

2002 – 2004

Art Institute of California – San Diego

- Bachelor of Science in Interactive Media Design
- Graduated with Honors, 3.8 GPA

2001 - 2002

San Diego Mesa College

- Associates of Science in Multimedia
- Multimedia Survey – Certificate of completion
- New Media Publishing – Certificate of completion