

Cynthia Meche

Strategic Marketing Executive | Brand Development | Enrollment Growth Leader

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SUMMARY

Marketing executive with 10+ years of experience driving innovative brand, communications, and growth strategies within higher education and corporate environments. Expertise in aligning marketing operations with organizational goals, enhancing stakeholder engagement, and leading high-performing teams. Drove a 23% increase in enrollment by leading college-wide marketing strategies, and improved digital advertising performance by 260% through A/B testing and data analysis. Recognized for leadership potential; currently completing an Executive MBA (August 2025) adding strategic leadership expertise to navigate the evolving workforce development landscape.

WORK EXPERIENCE

Marketing and Communications Manager

The University of New Mexico, Albuquerque, NM

September 2022 - Present

- Lead college-wide marketing and communications strategy, aligning messaging and campaigns with UNM's strategic goals, resulting in a **23% increase in Spring 2025 enrollment**
- Direct **multichannel campaigns** (digital, print, social media, public relations) to create cohesive storytelling
- Implement analytics tracking, driving real-time campaign optimization and delivering **84% social media engagement growth** (2023) and **56% follower growth** (2024)
- Direct and mentor a team of 2 employees, cultivating expertise in **social media strategy** and **content creation** to drive engagement and achieve organizational goals

Senior Digital Marketer

The University of New Mexico, Albuquerque, NM

April 2021 - September 2022

- 260% increase in Google and Facebook advertising clicks achieved by A/B testing
- 42% improved CTR and 79% engagement within six months by reviewing analytics and improving

Senior Marketing Representative

The University of New Mexico, Albuquerque, NM

August 2018 - May 2021

- Supervised the development of 30+ interdepartmental marketing campaigns and achieved goals
- Fostered cross-functional collaboration to create cohesive campaigns that elevated health care initiatives

Manager of Creative Services

One Acadiana, Lafayette, LA

October 2016 - December 2018

- Drove campaigns to enhance brand identity by designing promotional materials and digital graphics
- Implemented Salesforce and HubSpot CRM systems to meet client retention objectives

Digital Experience Manager

Stuller, Lafayette, LA

May 2016 - October 2016

- 15% increase in online sales by leading a team of 4 to execute digital marketing campaigns
- Piloted web-based standard operating procedures to address inefficiencies, and improve productivity, resulted in identification of 2-3 weekly A/B tests

Web Design Manager

Stuller, Lafayette, LA

July 2014 - May 2016

- Directed a team of 3 in designing and upgrading website content, including mobile and wireframes
- Executed a game-changing "3C" customization website project in collaboration with leadership

Web Designer

Stuller, Lafayette, LA

October 2011 - July 2014

- Crafted engaging website visuals that enhanced usability, and oversaw frequent updates
- 140+ email campaigns developed, integrating A/B testing and fostering a collaborative team culture

EDUCATION

Quantic School of Business and Technology

- Executive Master of Business Administration - Graduating August 2025, 3.6 GPA
- Focus: Strategic Leadership, Business Communications, Corporate Strategy

Art Institute of California - San Diego

- Bachelor of Science, Interactive Media Design

CERTIFICATIONS

- Google Analytics Certification
- Google Ads Search Certification
- Email Marketing Certified - Hubspot Academy
- Inbound Marketing Certified - Hubspot Academy
- Certified Digital Marketing Professional - Digital Marketing Institute/American Marketing Association
- Aligning Business, Brand, and Behaviour - University of London
- Building Cohesive Teams - Lantech of Louisiana
- Motivating Your Workforce - Lantech of Louisiana
- Team Participation - Lantech of Louisiana

AREAS OF EXPERTISE

- Strategic Planning & Forecasting • KPI Analysis • Budget Management • Digital / Social Media Marketing
- Analytics & A/B Testing • Project Management • Email & Content Marketing • Customer Service • ROI-Driven Campaigns

TECHNICAL PROFICIENCIES

- Windows, Mac • XHTML, XML, CSS, JavaScript, jQuery • Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver, Premiere Pro, After Effects, Flash, Acrobat Pro) • Microsoft Office (Outlook, Word, Excel, PowerPoint, Publisher, OneNote)

ASSOCIATION & COMMUNITY

- The University of New Mexico | Staff Council Communications & Marketing Committee - Chair, Vice-Chair, Member (2019 - 2024)
 - Directed strategic communications to elevate staff voices, enhanced employee engagement, and fostered a more inclusive campus culture
- Big Brothers Big Sisters of America | Board of Directors, Mentor Advisory Committee, Marketing Committee, Mentor 2.0 Program, Big Sister (2019 - 2024)