

CYNTHIA MECHE

MARKETING MANAGER

PROFESSIONAL SUMMARY

With vast marketing experience, I've successfully driven initiatives at UNM College of Population Health as **Marketing Manager**, boosting student enrollment and social media engagement. As a **Senior Digital Marketer**, I've improved advertising performance through data-driven strategies and managed marketing campaigns. In my role as a **Senior Marketing Representative**, I created quality materials and fostered collaboration to drive growth and brand awareness. Proficient in project management, metrics analysis, and budget optimization, I'm well-prepared to achieve organizational objectives effectively.

PROFESSIONAL SKILLS

- Strategic Leadership & Team Development
- Cross Functional Collaboration
- Internal & External Relationship Management
- Project Management & Strategic Thinking
- Digital & Traditional Marketing

TECHNICAL SKILLS

- Market Research & Technical Analysis
- Budget Management & Performance Analysis
- Presenting Campaigns & Strategies to Executives
- Web Design & Coding
- Adobe Creative Cloud

PROFESSIONAL EXPERIENCE

Marketing Manager

The University of New Mexico

August 2018 - Present

- Led creation and execution of high-quality marketing campaigns optimized for growth and brand awareness across print and digital platforms.
- Executed short and long-term marketing strategies, cooperating cross-functionally to define and meet targeted campaign objectives and timelines.
- Achieved a remarkable 8.9% year-over-year surge in student enrollment (July 2022 - June 2023) through strategic marketing initiatives.
- Orchestrated an exceptional 84% average increase in social media engagement within one year, with significant growth across Facebook (14%), Instagram (116%), and LinkedIn (124%).
- Utilized analytics and cutting-edge technologies to analyze campaign performance and metrics, providing valuable insights for informed decision-making.
- Achieved a 260% increase in Google and Facebook advertising clicks and conversions through meticulous A/B testing strategies.
- Initiated over 30 campaigns while strictly adhering to budgetary and branding guidelines.
- Fostered positive relationships between internal and external touch points to meet customers' and organizational needs.

Additional Experience

www.linkedin.com/in/cindimeche

EDUCATION

Executive MBA - Graduating August 2025

Quantic School of Business and Technology

Bachelor of Science - Interactive Media Design

Art Institute of California - 3.8 GPA (Honors)

Certified Digital Marketing Professional

DMI & AMA

VOLUNTEER WORK

UNM Staff Council Communications & Marketing Committee - Chair

Forum for UNM marketing and communications

Big Brothers Big Sisters of America - Board of Directors, Member

Youth mentoring organization