

Cynthia Meche

Curriculum Vitae – Summer 2026

Adjunct Professor

Sul Ross State University, Alpine, TX

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PROFESSIONAL EXPERIENCE

Sul Ross State University, Alpine, TX **Communications Coordinator**

September 2025 - Present

- Developed and implemented a structured social media content calendar, improving post planning, consistency, and performance tracking
- Enhanced monthly social media reporting by introducing more comprehensive analytics and actionable insights
- Coordinated and managed the launch of new BRI and BRF websites, ensuring alignment with branding and strategic communication goals
- Supervise and mentor a team of four student social media interns, fostering content creation skills and professional development

The University of New Mexico, Albuquerque, NM **Marketing and Communications Manager**

October 2018 – October 2025

September 2022 – October 2025

- Led college-wide marketing and communications strategy, implementing brand management initiatives and aligning messaging with strategic goals, resulting in a 23% increase in Spring 2025 enrollment
- Regularly invited to teach a class each semester titled “Marketing for Public Health Campaigns”, covering topics such as storytelling techniques, steps for designing public health campaigns, and inclusive marketing strategies
- Supervised and mentored a student team in social media and content creation, supporting real-world skill development and professional readiness
- Directed multi-channel campaigns (digital, print, PR, and social), achieving 84% social media engagement growth (2023) and 56% follower growth (2024), relevant to courses in digital marketing, marketing strategy, or brand management

Senior Digital Marketer

April 2021 - September 2022

- Led data-driven strategy using Google Analytics, A/B testing, and KPI benchmarks, leading to a 260% increase in advertising clicks, relevant to courses in digital marketing, performance metrics, or consumer behavior
- Presented findings to cross-campus stakeholders, enhancing communication clarity and influencing business decisions

Senior Marketing Representative

August 2018 - May 2021

- Supervised the planning and execution of 30+ interdepartmental marketing campaigns, often collaborating with faculty, researchers, and administrative leaders to align messaging with program goals
- Fostered cross-functional collaboration to create cohesive campaigns that elevated healthcare initiatives

One Acadiana, Lafayette, LA **Manager of Creative Services**

October 2016 - December 2018

- Managed marketing and branding for economic development projects with the Lafayette, LA Chamber of Commerce, connecting real-world regional development and business communication
- Led collaborative efforts across departments to design cohesive, culturally responsive campaigns that addressed public health challenges, contributing to institutional visibility and student engagement

Stuller, Lafayette, LA**October 2011 - October 2016****Digital Experience Manager****May 2016 - October 2016**

- Led a cross-functional team of 4 in the execution of digital marketing campaigns, resulting in a 15% increase in online sales within six months
- Introduced and piloted standard operating procedures for web-based projects, increasing efficiency and establishing a framework for continuous testing and optimization

Web Design Manager**July 2014 - May 2016**

- Directed a design team in upgrading and maintaining website content, including mobile responsiveness and wireframe development, reinforcing expertise in user interface and user experience (UI/UX) design
- Applied design thinking and agile project management techniques, skills directly applicable to instruction in digital marketing, marketing operations, or web strategy

Web Designer**October 2011 - July 2014**

- Designed visually compelling and user-friendly web pages that improved usability and supported organizational branding goals
- Developed and managed 140+ email campaigns, applying A/B testing techniques and analyzing performance data to optimize open and click-through rates

Commit Developers, Lafayette, LA**July 2007 - July 2011****Designer, Project Manager**

- Secured contracts with clients and delegated tasks to a team of 5 designers and developers while monitoring an average of 30 concurrent projects to ensure timely delivery within budget constraints
- Created web design concepts using Photoshop and Illustrator that enhanced user experience, and built search engine-friendly websites coded in XHTML, CSS, jQuery, and Flash, contributing to overall business growth

Robanda International Inc., San Diego, CA**November 2006 – June 2007****Graphic Artist and PR Coordinator**

- Led in-house marketing efforts for a beauty product line, managing branding, advertising, packaging, and web materials from concept to execution
- Developed and launched product campaigns from ideation through production, ensuring cohesive brand presentation across all channels
- Designed and maintained marketing assets using Adobe Creative Suite and front-end web technologies (HTML, CSS, JavaScript)
- Coordinated public relations efforts by collaborating with trade and consumer beauty publications to increase product visibility

DP Associates, Inc./L3-Com, San Diego, CA**January 2005 – November 2006****Graphic Specialist**

- Designed interactive visual materials for computer-based training programs, enhancing user engagement and learning effectiveness
- Developed multimedia assets using Photoshop, Flash, HTML, XML, and JavaScript to support technical training initiatives

Promo Sample, San Diego, CA**2005 –2008****Graphic Artist (contract)**

- Created print advertisements for bi-annual SourceFolio campaigns, supporting product marketing initiatives
- Developed design materials using Photoshop, ensuring brand consistency across promotional assets

EDUCATION

Quantic School of Business and Technology

- Executive Master of Business Administration, August 2025, 3.65 GPA
- Focus: Strategic Leadership, Business Communications, Corporate Strategy

Art Institute of California - San Diego

- Bachelor of Science, Interactive Media Design, December 2004, 3.8 GPA

San Diego Mesa College - San Diego

- Associate of Science in Multimedia, 2002
- Multimedia Survey - Certificate of completion
- New Media Publishing - Certificate of completion

PRESENTATIONS

- Invited bi-annually as a guest lecturer for a two-hour session, "Marketing for Public Health Campaigns," at the University of New Mexico College of Population Health (2024–2025); developed and delivered content on storytelling, campaign design, and inclusive marketing strategies
- Delivered on-stage training sessions across the United States for Intuit employees on Oracle expense reporting systems, providing hands-on instruction to support adoption and user proficiency (2003)

CERTIFICATIONS

- Generative AI Overview for Project Managers - February 2025
- Smartsheet Project Management - November 2024
- Accounting for the Non-Accountant - October 2024
- Women's Leadership Development, University of New Mexico - April 2024
- Digital Marketing Science, University of New Mexico/GreenFig - February 2024
- Google Analytics Certification - February 2024, December 2022
- Google Ads Search Certification - January 2024, December 2022
- HubSpot Email Marketing Certified - January 2024
- HubSpot Inbound Marketing Certified - September 2023
- Professional Fundraising Certificate Program - May 2023
- Social Media ROI Certificate, Digital Marketing Institute - May 2023
- ULEAD Management Program, University of New Mexico - May 2022
- Certified Digital Marketing Professional, Digital Marketing Institute/American Marketing Association - May 2021
- Brand Management: Aligning Business, Brand and Behaviour, University of London - May 2020
- Building Cohesive Teams, LANTEC - September 2016
- Motivating Your Workforce, LANTEC - September 2016
- Team Participation, LANTEC - June 2015

AREAS OF EXPERTISE

- **Leadership & Strategy:**
Team Leadership, Coaching & Mentoring, Project Management, Strategic Planning, Cross-Functional Collaboration
- **Brand & Communications:**
Brand Strategy & Development, Brand Identity, Reputation Management, Storytelling, Public Relations, Media Relations, Event Planning
- **Digital Marketing & Analytics:**
Digital Marketing Strategy, Paid Media (Google Ads, Social), SEO, A/B Testing, Email & Content Marketing, KPI Analysis, ROI Optimization, Budget Management

- **Creative & Content Development:**
Graphic Design, Video Production, Content Creation, Adobe Creative Suite
- **Social Media & Engagement:**
Content Strategy, Audience Engagement, Community Building, Performance Analytics
- **Marketing Technology & Platforms:**
Salesforce, HubSpot, Mailchimp, Constant Contact, Sprout Social, Buffer, Smartsheet, Basecamp, Monday.com, Google Analytics, Tableau

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, 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)