

Cynthia A. Suarez

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PROFESSIONAL OVERVIEW

I am a strategic marketing professional with expertise spanning digital marketing, content creation, design, and team enablement. I drive revenue growth by leading cross-functional teams to deliver compelling multi-format content and execute integrated marketing campaigns across B2B and B2C channels. My approach combines data-driven strategy with creative execution, utilizing emerging design and tech trends, to streamline processes, optimize campaign performance, and achieve measurable business results.

PROFESSIONAL & TECHNICAL SKILLS

Strategic Leadership: cross-functional collaboration, stakeholder management, team enablement.

Operational Excellence: process optimization, change management, campaign management, quality assurance.

Project & Workflow Tools: Zendesk, Airtable, Confluence, Jira, Trello, Asana, Microsoft Office, Scribe, Monday.com.

Marketing Tools: Google Analytics, Marketo, Hootsuite, SEMrush, Moz.

Design Tools: Illustrator, Photoshop, InDesign, Figma, Google Slides, Canva, Procreate, Spline, Womp.

WORK EXPERIENCE

Cerulene

Marketing Consultant | June 2025 – Present

- Improve web traffic, engagement, and conversions by over 15% through SEO, Google Analytics, and Google Ads.
- Deliver consultative approach to enhance clients' brand image and market presence, ranging from product marketing to user experience initiatives.
- Develop and execute marketing strategies that increase client engagement and retention up to 40%.

Designer and Marketer | December 2024 – June 2025

- Design branded visual assets, such as logos, websites, social media graphics, and more for 5+ businesses.
- Manage content creation and email campaigns for product and service-based clients.

VTS

Customer Success Enablement Manager | September 2022 – August 2024

- Increased brand visibility by producing 500+ client-branded collateral pieces in a fast-paced SaaS environment.
- Boosted user engagement by crafting 60+ app promotion collateral templates for B2B content initiatives.
- Managed a QR code generator for the CS department, preventing duplicated efforts and preserving data integrity.
- Created 7+ instructional/tool guides and playbooks to streamline processes and equip teams with clear, data-driven enablement strategies.

Customer Success Enablement Associate | August 2021 – September 2022

- Standardized SOPs across three acquired companies as part of the first global operations team.
- Boosted project completion by 15% by streamlining workflows with Jira, Trello, Airtable, Asana, Salesforce, and Confluence, selecting the right tools to maximize team efficiency.
- Developed 300+ strategic communications and client-focused materials tailored to the needs of leading commercial real estate firms.

Chicago State University

Marketing Project Manager | October 2017 – May 2022

- Partnered with senior leadership to design promotional materials using Canva and Adobe Creative Suite, boosting email and foot traffic by 20%.

English Tutor | October 2017 – May 2022

- Copyedited nearly 20 internal and external communications documents per semester for senior leadership.
- Led over 10 workshops and study sessions, leveraging Zoom and PowerPoint to facilitate student learning.
- Facilitated best tutoring practices and internal policy training for approximately 12 new hires annually.

Field Museum

Data Collections Associate | September 2017 – May 2018

- Collected visitor data and translated actionable insights that improved exhibits by over 20%.

Chicago State University

Student Aide | September 2016 – May 2017

- Optimized departmental communications by delivering daily mail, relaying 20+ student-dean messages, managing office supplies, and record keeping.

INTERNSHIP EXPERIENCE

The Drive

Writer and Copy Editor Intern | September 2016 – May 2017

- Proofread and refined over 15 blog posts to ensure proper punctuation, grammar, and a consistent tone.
- Wrote prose and poetry on WordPress while collaborating with other student writers, enhancing the creative output.

EDUCATION

Full Sail University, Winter Park, FL

Master of Science: Internet Marketing | 2018 – 2019

- Developed a marketing plan for a case study company, boosting multimedia content engagement by 10%.

Chicago State University, Chicago, IL

Bachelor of Arts: English, Concentration: Professional/Technical Writing | 2012 – 2017

- Mastered MLA, APA, AP, and Chicago Manual of Style guidelines, ensuring clarity and precision in written materials.
- Authored over 250 pieces of writing throughout my academic career.