

# Isidora Cifuentes

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## PROFILE

Strong leader with 13+ years' experience creating and implementing marketing strategies that increase brand awareness and revenue. Skilled at maximizing returns while meeting deadlines and staying on-budget. Focused on building strong teams that can deliver significant ROI and complete challenging projects.

## PROFESSIONAL EXPERIENCE

### Executive Marketing Manager

Antelope Airlines, Chicago, IL | October 2016 - Present

- Develop and implement key, large-market campaigns that raise awareness of Antelope Airlines services, including redesign of landing page that increased sales conversion figures by 42%
- Manage team of 22 skilled professionals, including marketers, social media experts and IT professionals and annual budget of \$30 million
- Monitor key performance indicators and track return on investment to ensure campaigns are effective and contributing to company growth
- Manage multiple marketing projects simultaneously to reach different segments of the target market, including business and vacation travelers

### Marketing Manager

White Tiger Consulting, Chicago, IL | July 2007 - October 2016

- Created strong brand design schemes for range of clients, helping them unify company visuals across all platforms
- Presented marketing pitches to clients and senior partners
- Coordinated team of marketing professionals, communicating needs of the project and delegating responsibilities to ensure campaigns were completed on time and within budget
- Created analytics reports to highlight important information to clients, including visitor trends, page performance and customer survey results

## EDUCATION

### Bachelor of Science in Business Administration - Marketing

University of Florida,  
Gainesville, FL  
September 2001 - June 2005

### Master of Science in Marketing

Indiana University Kelley School of  
Business, Bloomington, IN  
September 2005 - June 2007

## KEY SKILLS

- Team building and training
- Budget management
- Market research
- Project management methodology
- Strategic planning

## CERTIFICATIONS

- Professional Certified Marketer, Marketing Management, American Marketing Association, 2019