

MONIQUE ESTRADA

m.estrada@ymail.com • (505) 363-9780
<https://msadie.com/monique-estrada> • Albuquerque, NM



Creative / Marketing Director

Dynamic marketing professional with over decade of experience in leading innovative campaigns and strategic branding initiatives. Expertise in harnessing creative talent to drive compelling visual storytelling and enhance brand identity across diverse platforms. Adept at collaborating with cross-functional teams to develop engaging content that resonates with target audiences. Strong background in market research and trend analysis, enabling the delivery of impactful solutions that elevate customer engagement and drive business growth. Committed to fostering a culture of creativity and excellence within teams. Proficient in Adobe Creative Suite, Canva, Figma, and web technologies like WordPress, CSS, and HTML.

Areas of Expertise

- Brand Strategy Development
- Performance Metrics & Analytics
- Digital Marketing & Transformation
- Integrated Campaign Management
- Content Creation & Storytelling
- Team Leadership & Development
- Social Media Strategy & Engagement
- Market Research & Trend Analysis
- Creative Conceptualization & Execution

National Awards

2019 MAC Gold Award: Category: Digital marketing the entry was for a credit card digital design campaign - Big Rewards Disguised in a Credit Card \$1,332,267.30 ROI and growth Rate of 6.12%.

2019 MAC Gold Award: CATEGORY: Outdoor marketing This award was retained by researching and understanding our customer within each New Mexico community. By doing so we developed a creative strategy that resonated with our core audiences.

2014 FFCU Business Growth: I lead creative development of this marketing campaign that improved awareness, drove revenue, and built brand affinity. The success of this community outreach reached the growth rate of 13% - while average was 2%.

2013 Diamond Award: Category: Mass Media Campaign

2013 Diamond Award: Category: New Business Development: Promotional Package

Professional Experience

Optimum Human / Southwest Women's Oncology
Marketing Director

2024 – Present

Spearhead optimization of key performance metrics for marketing and business growth. Partner to reshape sales and marketing strategy, ensuring alignment with organizational vision. Craft and implement content strategies across digital, print, and social platforms, driving enhanced brand visibility and engagement. Deliver visually captivating content that highlighted distinctive offerings and experiences. Engage with operations and IT teams to design targeted marketing strategies that enhanced business development and accelerated sales through product marketing, B2B and UX/UI.

- Delivered highest conversion rates by managing Business Development Center, optimizing revenue and ensuring strong ROI from marketing initiatives.
 - Boosted leads by 3187.5% by implementing targeted strategies.
- Elevated revenue by 150% increase in sales revenue in under 100 days.
- Enhanced SEO performance by 41.2698% increase in SEO performance through strategic optimization techniques.

ADC LTD NM, Albuquerque, NM
Marketing Director

2023– 2024

Drove alignment on critical brand metrics and performance targets through in-depth analysis. Crafted compelling brand narrative for executives, reinforcing agency's core mission: SECURing our Nation's Integrity. Cultivated robust internal and external culture by aligning brand strategy with employee engagement program. Formulated comprehensive branding guide and creative direction to uphold consistency in content and visual identity. Developed sales pipeline metrics through in-depth analysis of key drivers and demographics, optimizing the customer journey.

- Transformed company website (www.adcltdnm.com) to enhance user experience and drive engagement.
- Strengthened customer marketing across channels by implementing targeted generation strategy, increasing reach and impact.
- Introduced comprehensive B2B sales solutions, incorporating CRM, SaaS, advertising platform, and automated email workflows, resulting in improved lead conversion.
- Spearheaded press release initiatives and article publications, elevating brand awareness and media presence.

Managed creation and production of compelling social media content, including story reels, Instagram grid ads, and YouTube videos, ensuring alignment with brand identity and audience engagement. Ensured cohesive branding across all creative assets, reinforcing brand identity and enhancing audience connection. Mastered storytelling techniques in design elements and sales presentations to captivate and persuade target audiences.

- Drove audience engagement through compelling social media content, significantly increasing organic follower growth.
- Formulated campaign themes and messaging that strengthened the NAF brand and product vision, effectively connecting with diverse audiences.

Increased brand visibility through creation of targeted production plans for awareness campaigns, news events, and community engagement. Enhanced media spend efficiency by restructuring budgeting and negotiation strategies for all mass media investments. Strengthened market position by crafting comprehensive brand strategies that effectively connect products and services. Spearheaded creation of diverse branded assets, including social media content and multimedia campaigns, driving audience engagement and brand recognition. Oversaw a multidisciplinary creative team comprising content designers, video production specialists, copywriters, and project managers, driving collaboration and efficiency.

- Achieved 13% increase in membership growth, significantly surpassing average growth rate of 2%.
- Drove credit portfolio growth to 99.19% within two-month period, demonstrating effective campaign management and strategic planning.
- Revitalized campaigns via compelling storytelling and creative vision, successfully overseeing multiple projects concurrently.
- Elevated creative team's performance by providing leadership and guidance, fostering innovative strategies for projects, campaigns, and brand initiatives aligned with business objectives.

Additional Experience

Writer / Producer / Designer, KASA FOX 2 TV,
Albuquerque NM

Marketing Coordinator / Designer, Abide
Productions, LLC, Albuquerque, NM

Education

- Advertising with Meta
- Fundamentals of Social Media Advertising
- Social Media Management
- Introduction to Social Media Marketing
- Business Graphics - TVI - 2005