



# CYNTHIA FIDEL

I'm a strategic communicator and marketer who thrives at the intersection of data, creativity, and organized chaos (aka, agency life). From crafting national campaigns to taming client expectations with diplomacy (and donuts), I energize teams, juggle complex projects, and shape stories that move audiences—and media outlets—to action.

## CONTACT ME AT

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📞 559.288.5236

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## CORE QUALIFICATIONS

- **Proactive and Results-Driven:** I turn “do we need a plan?” into “here’s the plan—and three KPIs to prove it’s working.” I specialize in finding the right strategy before there’s a fire drill.
- **Energetic Self-Starter:** If it involves brainstorming, building, or rolling up sleeves, I’m already doing it—with a smile, and probably a spreadsheet.
- **AI-Aware Strategist:** SEO and digital behavior fascinate me, as does how AI reshapes both. I’m already using AI-optimized content strategies and tools to track/adapt campaigns.
- **Collaborative Leader:** I guide teams as a hands-on mentor who loves tight feedback loops and high-fives. Bonus: no one has ever cried in my meetings (at least that I know of).
- **Executive Presence:** I’ve led high-stakes presentations for CEOs, government stakeholders, and campus leaders—minus the jargon, plus the vision.
- **Adaptable Multitasker:** Agency years have prepared me for rapid shifts, last-minute requests, and the occasional “urgent” weekend edit. I’m unflappable.
- **Travel-Ready Connector:** I enjoy every chance to connect with clients in person (or bond over delayed flights).

## SKILLS SUMMARY

Project management

Content creation

Marketing strategy

Analytical reporting

Writing and editing

Team builder

Promotional development

Highly organized

Strategic thinker

## PROFESSIONAL WORK EXPERIENCE

### Marketing & Analytics Manager

Global CTI | February 2022 - Current

With the agility of an entire agency team packed into one person, I specialize in Education and Public Sector marketing—expertly juggling strategy, execution, and everything in between. From statewide campaign development to hands-on implementation, I lead every phase with focus and skill, including:

- Determining strategic marketing initiatives and annual plans
- Creating content, analyzing data, and managing CRM campaigns
- Coordinating trade shows (everything from booth design to messaging and what’s in between) to drive engagement
- Building strong corporate branding campaigns
- Crafting website content and optimizing SEO
- Writing and designing proposals and sales collateral

Beyond that, I serve on the company’s leadership team and collaborate closely with Sales and Operations to drive customer engagement at every touchpoint.

UP NEXT - AGENCY WORK EXPERIENCE...



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## AGENCY WORK EXPERIENCE

### Strategic Account Manager

JP Marketing | January 2021 - December 2021

Led strategy and relationship development for diverse clients spanning healthcare, public health, and government communications

- Oversaw campaign strategy and execution across audiences and channels, including high-impact public health programs
- Managed \$8M+ in annual budgets across sectors; wrote proposals and onboarding materials for new clients

### Director of Media and Digital Services

Jeffrey Scott Agency | January 2014 - January 2021

Directed digital strategy, client communications, and media activation while managing a high-performing team

- Managed 17 clients and multimillion-dollar budgets across education, healthcare, and government sectors
- Oversaw content, media planning, web development, analytics reporting, and lead generation
- Led strategy sessions, brand launches, and complex media projects (sometimes involving more cameras than people)
- Responsible for executive-level recruitment and terminations

### Executive V.P., Direct of Client Services

Catalyst Marketing | August 1997 - January 2014

Managed over \$10 million in account business while overseeing day-to-day agency operations, the account management team, and new business efforts

- Managed high-profile campaigns, pitches, and marketing plans
- Organized large-scale shoot productions
- Attended and presented at national conferences for Native gaming
- Responsible for executive-level recruitment and terminations

## AWARDS & PROFESSIONAL ACHIEVEMENTS

- American Advertising Federation Silver Medal Award, 2011
  - AAF President 2010 and 2015
- Board Member and Marketing Chair, Exceptional Parents Unlimited
- Chairman, Cal State Fresno University Annual T.A.S.T.E. mentoring event in partnership with M.C.J. Department
- Member, Fresno Advertising Federation, Central Valley Chapter
- Member, Fresno's Leading Young Professionals (FLYP)
- Owner, Trick Pony Marketing (2021)

## EDUCATION

- Bachelor of Science in Business Marketing | Digital Emphasis  
Summa Cum Laude - Southern New Hampshire University

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## TECHNICAL EXPERIENCE

- Office 365 & Teams
- ClickUp/HIVE/Advantage
- Canva / PlaceIt
- SEO Tools: Yoast & Wincher
- Google Analytics/Search console
- G-Suite platform
- Agency Analytics
- Birdeye
- Callrail
- Mailchimp/ Constant Contact
- Hubspot / GlassHive CRMs
- SalesIntel
- Survey Monkey
- Unbounce
- Wordpress
- Visual Form Builder
- Egnyte
- Social Media Management
- Video Pre-Production