

## CINDY GONZALES

**VP of Marketing | Chief Marketing Officer | Executive Brand & Growth Strategist**

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Currently based in Denver, CO | Open to relocation

### EXECUTIVE SUMMARY

Purpose-driven marketing executive with a clear vision for building modern, high-growth brands. I began my career leading B2B marketing in real estate and hospitality, where I mastered how to drive results in complex, service-oriented industries. Over the past five years, I've intentionally shifted into the wellness space—spearheading DTC retail and eCommerce strategies that blend AI, performance data, and bold storytelling to accelerate brand loyalty and revenue. I'm passionate about shaping brands that improve people's lives—and leading teams with clarity, creativity, and integrity to make that impact real.

### CORE COMPETENCIES

Global Brand Strategy & Positioning | International Market Expansion | Omnichannel Campaigns | C-Suite & Board Collaboration | Digital & Performance Marketing | Strategic Partnerships | Data-Driven Decision Making | Revenue & Profit Growth | Customer Experience & Loyalty | Marketing Innovation | Product Development & Launch | Cross-Functional Team Leadership | M&A Brand Integration | Agency & Vendor Management | Experiential Marketing | Hyper-personalization | Surprise & Delight | Point-of-Sale (POS) | Social Media | Digital Advertising | Paid Media | Affiliate Marketing | Influencer Marketing

### PROFESSIONAL EXPERIENCE

Senior Vice President of Marketing

Wellness CPG Brand | Remote | 2023 – Present

- Lead 31-person team across brand, digital, product, eCommerce, and creative—operating in 21 U.S. markets and 2 international markets: Canada and Switzerland.
- Driving marketing engine for three wellness categories, 50+ SKUs via omnichannel distribution (brick-and-mortar + digital)
- Launched direct-to-consumer platform (ShopWanderous.com), growing digital sales by 40% within 60 days through email marketing, social media marketing, public relations, and affiliate strategy.
- Led product development and in-store merchandising improvements, increasing conversion rates by 28%.
- Developed KPIs and attribution models using Google Analytics, Tableau, and Salesforce, increasing ARR by 33% in first 30 days of launch cycles.
- Managed national collaborations and retail partnerships (Total Wine, Edible Arrangements), boosting wellness brand recognition by 47%.
- Contributed to end-to-end product development, influencing packaging, positioning, and go-to-market strategy.
- Manage brand collaborations with Martha Stewart and Charlotte's Web, as well as national retail placement with Total Wine and Edible Arrangements.

Vice President of Marketing

Engrain | SaaS/Real Estate | Denver, CO | 2022 – 2023

- Built AI-driven growth marketing programs that contributed to a 25% YoY ARR increase.
- Oversaw \$800K marketing budget and implemented MarTech stack (Pardot, Salesforce, Miro), reducing CAC by 22%.
- Led national event strategy across 40+ markets, increasing MQLs by 30%.
- Unified GTM messaging across product, sales, and C-suite to align with market expansion goals.
- Built and executed over 10 large scale data-driven B2B marketing go-to-market campaigns.
- Designed the company's first comprehensive brand evolution and go-to-market roadmap.
- Enabled sales, product, and executive teams with first of its kind unified messaging, competitive intel data set, and marketing KPIs.

## Vice President of Marketing

Pearl Certification | SaaS/Real Estate | Remote | 2020 – 2022

- Scaled from department-of-one to a 15-person team; implemented martech stack to accelerate output by 3X.
- Increased inbound leads by 900% via SEO, SEM, lifecycle marketing, and paid media.
- Launched automation workflows (email drips, lead scoring) via HubSpot, Zapier, and SalesLoft, generating \$600K ARR in 30 days.
- Championed thought leadership, securing national coverage and improving brand trust scores by 38%.
- Partnered cross-functionally with product, sales, and customer success to enhance market differentiation.

## Strategic Marketing Consultant

CG & ASSOCIATES | Remote | 2018 – 2020

Key Client: GC Corp | Wellness:

Brought in to reposition a publicly traded wellness investment portfolio with three consumer-facing brands.

- Developed a unified brand architecture for the parent company and subsidiaries, increasing brand equity and contributing to improved investor confidence.
- Executed go-to-market strategies across digital, retail, and experiential channels, resulting in a 22% lift in consumer engagement within 6 months.
- Built scalable messaging frameworks to support compliance and accelerate speed-to-market by 70%.

Key Client: Two Roads Hospitality (Destination Resorts, Thompson, Alila) | Hospitality:

Led strategic brand and campaign execution for one of the world's premier luxury hospitality groups across North America, Asia, and Europe.

- Directed marketing operations and launch campaigns for 25+ properties, driving 18% YoY revenue growth in flagship markets.
- Managed multimillion-dollar budgets and a 40+ person integrated team, improving channel efficiency and reducing cost per acquisition by 20%.
- Crafted and activated brand storytelling that enhanced global recognition and deepened loyalty among high-value travelers.

## Senior Director of Marketing

2-10 HOME BUYERS WARRANTY | Real Estate | Denver, CO | 2014 – 2018

Oversaw national brand strategy, demand generation, and customer lifecycle marketing for a B2B > B2C real estate platform supporting over 7,500 clients.

- Delivered consistent 6–8% YoY revenue growth by deploying data-centric campaigns and streamlining internal operations.
- Grew the marketing pipeline by 6% quarter over quarter, contributing to sustained top-line performance.
- Generated over 5,000 qualified leads through a targeted white paper campaign, supporting enterprise sales goals.
- Rebuilt the marketing function from the ground up, including campaign automation, creative strategy, and funnel optimization.
- Created executive dashboards and marketing KPIs to improve performance visibility and accountability across teams.

## Senior Marketing Manager

AIMCO | Denver, CO | Real Estate | 2012 – 2014

Led strategic rebranding and marketing activation for a portfolio of multifamily properties across the U.S.

- Successfully rebranded 16 properties, aligning messaging, design, and digital presence to drive occupancy and brand equity.
- Developed and executed multimillion-dollar integrated marketing plans that boosted revenue by 12–20%.
- Managed a \$15M marketing budget and a team of 4 direct reports, optimizing spend across digital and traditional channels.

## **Director of Marketing**

MONTAGE DEVELOPMENT | Real Estate | Remote | 2008 – 2012

Directed full-spectrum marketing efforts for high-end residential and mixed-use developments during a volatile market.

- Transformed a market challenge into an opportunity by centralizing agency work in-house—driving creative consistency, accelerating execution, and unlocking \$75K in annual cost savings.
- Launched targeted campaigns that attracted high-net-worth buyers and investors, resulting in faster sales velocity.
- Enhanced brand consistency through CRM optimization, SEO improvements, and content marketing.
- Partnered closely with real estate, design, and sales teams to create customer journeys that reflected the luxury positioning of the brand.

## **EDUCATION & CERTIFICATIONS**

### **MIT Sloan School of Management + CSAIL**

*Artificial Intelligence: Implications for Business Strategy Certification, 2025*

### **University of Colorado at Denver**

*Bachelor of Science, Business Administration (BSBA) with a specialization in Marketing, 2007*

## **Leadership and Professional Development**

### **New Growth Coaching**

*Dare to Lead – Leadership Certification (Brené Brown), 2023*

### **HubSpot Academy**

*Inbound Marketing Certification, 2018*

### **Writer's Digest**

*Copy & Content Writing/Editing Certification, 2017*

### **American Marketing Association**

*Advanced B2B Demand Generation & Lead Conversion Certification, 2016*

*Optimizing SEO Certification, 2016*

## **SOFTWARE PROFICIENCY**

Active Campaign, Adobe Creative Cloud, Asana, Canva Pro, ChatGPT, Figma, FullStory, Google Analytics 4 (GA4) , Google Ads, HubSpot, Hotjar, Jasper AI, Klaviyo, Loom, Lucidchart, Meta Ads Manager Miro, Motion, Optimizely, Postscript, Salesforce Marketing Cloud, Salesforce Pardot, Segment, Shopify, Slack, Triple Whale, Trustpilot, Yotpo, Zapier, Zendesk