

# CECILIA NASTASJA MENESES

SANTA CLARITA, CA | (661) 390-1469 | EMAIL ME DIRECTLY | CHECK OUT MY LINKEDIN

**Creative product manager whose progressive skillset, and 3 years of experience yields award-winning solutions**

- Pioneered operative training & communication video series
- Designed agile, cross compatible workflow for global teams
- Guides creative development and production
- Develops self directed content & achieves highly demanded weekly targets while leading creative team
- Analyzes audience retention + viewer data for opportunities
- Recognizes customer needs; builds product based on needs
- Simplifies complex information from product engineers and business leaders for company wide distribution

## PROFESSIONAL EXPERIENCE

**Product Manager @ Princess Cruises – Valencia, California**

2015 March – Present

Quickly recognized as a reliable source of mass communication to employees by resourcefully launching an engaging training & communication platform that uses Wistia heat map analytics to measure employee consumption and recognize trends. The results since launch date has yielded an increase in sales numbers, boosted employee morale/engagement - specifically in (500+) teleworkers, and has improved executive communication to teams in a traditional corporate environment

- **Specifically recruited** to improve communication and training strategy between contact center teams and marketing, product teams, engineering, food and beverage, shipboard staff and executive teams.
- **Creator of the award winning training video series** Shoreside Live – a Brandon Hall Silver winner (September 2016) innovative weekly video program that effectively trains and communicates company information to 1000+ internal employees #edutainment
- **Expanded role and communication strategy** to support brand merge into Holland America Group; applied production workflow for group services – Holland America, Cunard; now leads creative to produce 3 separate video products for HA group
- **Well-known project lead** for all internal video related projects including external recruitment, training/explainer videos (tutorial), motivational, learning and development, product releases, and executive communications
- **Lauded as Consummate Host of the month** (May 2016) for massive improvements to employee communications and training/learning and development, producing additional learning programs such as the Quality Conversation sales video series – another Brandon Hall Silver winner for Best Use of Video for Learning (September 2016)
- **Responsible for recognizing opportunity** through viewer data:
  - o Increased viewer interaction with videos: creating effective calls to action and turnstile submissions for possible link to email integrations (i.e. MailChimp) and advanced marketing integrations (i.e. Hubspot)
  - o Videos progressively reached an 80% engagement (click through) rate with 30k total in the span of 1 year
  - o Created nearly 50 segmented videos in the span of 1 year, expanded communication strategy to social media platforms to engage internal audience and appeal to additional viewers
  - o Sales team close sales ratio increased from 22% to 28% and netted approx. \$365 million in deposited reservations (2016)

**Sales & Direct Marketing @ Princess Cruises – Valencia, California**

2013 December – 2015 March

Utilized Siebel CRM tool to contact warm leads (cold calling), manage booking reservations (through POLAR), and close deals with prospective buyers; tiered top 10 consecutively, month by month, for revenue generation and excellent customer service. Actively participated in pilot team for the software integration use of Siebel to contact thousands of leads in customer service database.

## EDUCATIONAL BACKGROUND

**Product School – Los Angeles, California**

December 2016 – February 2017

*Certification, Software Product Management | Final Prototype for “Yelp Green” here*

**St. Scholastica’s College – Manila, Philippines**

Class of 2013

*B.A. Mass Communication, Minor in Broadcast Journalism*

## TECHNICAL SOFTWARE SKILLS

Final Cut Pro X	Adobe Photoshop	Adobe After Effects	Adobe XD Wireframes/Sketch/Balsamiq
Microsoft Word	Microsoft PowerPoint/Keynote	Basecamp/Asana/Slack	