

# CECILIA NASTASJA MENESES

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**Creative project lead whose progressive, diverse skill set & 4 years of experience yields award-winning solutions.**

- Understands the creative processes and agile work flows
- Practices project management principles, guiding creative team to meet weekly targets and submit flawless projects
- Displays exemplary problem solving skills & high emotional intelligence to effectively organize priorities and make important business decisions
- Able to simplify complex information for distribution
- Builds authentic relationships with diverse groups, from executives to developers, marketing teams, & stakeholders
- Advanced video producer - proficient in entire production process, including using film-making equipment and editing on Adobe software products / Final Cut Pro

## **Project Lead (Media) @ Princess Cruises – Valencia, California**

2015 March – Present

Quickly recognized as a reliable source of mass communication by resourcefully launching a training & communication video series; communication methods have measurable results by tracking employee views and feedback through Wistia heatmap analytics. The results since launch date (2015) have yielded an average 80% engagement rate & boost in employee morale via 6 hand-selected volunteers each season. The series has improved over-all executive communication to all teams in a traditional corporate environment.

- **Specifically recruited** to improve communication and training strategy between contact center teams and business partners
- **Creator of the award winning training video series** Shoreside Live – a Brandon Hall Silver winner (September 2016)
- **Expanded team's role** to support brand merge into Holland America Group, applied agile production work flow to sister brands
- **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**

### **Treehouse**

Los Angeles, California  
2017  
Progressive Certification  
Front End Web Development

### **Product School**

Los Angeles, California  
December 2016 – February 2017  
Certification  
Software Product Management  
[Click to view Yelp Green prototype](#)

### **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/Sketch/Balsamiq

Microsoft Office

Keynote

Basecamp/Asana + Slack

HTML/CSS