

Cyrulleann Vigil

Content Marketing Manager

A creative and organized leader with over five years of experience in email communication and customer-obsessed content creation; able to design media effectively in Adobe Creative Suite and Articulate 360. Strives to motivate and support teams by supporting transparent communication, providing assistance when needed, and creating structured project plans to ensure timely delivery.

Experience

- Content Marketing Manager • 2022 - Present • Strike Visuals
 - Created cohesive brand style guide and standards to ensure communication consistency
 - Increased email open rate 15% with segmented and targeted data in HubSpot
 - Effectuated project management strategy reflected in content calendar and Trello
- Training Developer • 2021 - 2022 • Marriott Vacation Club
 - Ensure brand voice and standards are adhered to across training modules
 - Draft copy, design module layout, and record narration for associate training
 - Audit over 30 existing training materials following introduction new processes or verbiage
- Digital Design Specialist • 2016 - 2021 • Marriott Vacation Club
 - Created over 200 email campaigns using CSS and HTML for Marriott Vacation Club resorts
 - Work with resort representatives to construct customer-facing email and print collaterals
 - Pull customer data, review test emails, and load data in Salesforce to execute email blasts
- Vacation Ownership Advisor • 2014 - 2016 • Marriott Vacation Club
 - Work with Owners and guests to establish future vacations using 4 different programs
 - Explain how to use timeshare programs effectively using clear and concise language
 - Ensure all information regarding loan balance, escrow, and payoff are accurately detailed

Education

- University of Utah
 - 2017-2019
 - Bachelor of Science - Psychology
 - Graduation date: December, 2019

Certifications

- Content Marketing Certification - HubSpot
- SEO Certification - HubSpot
- Social Media Marketing Certification - HubSpot
- Data Analysis Certification - IBM

Personal Data

Address

572 W 1425 N, Unit U
Layton, UT 84041

Phone

(801) 867-1880

Email

Cyrulleann@gmail.com

Portfolio

Cyrulleann.org

Key Skills

- Analytical
- Data-driven
- Strong communication
- Highly organized
- Adaptable
- Motivated

Technical Skills

- Articulate 360
- Adobe Creative Suite
- Microsoft 365
- Copywriting
- ADDIE/SAM models
- Search Engine Optimization