Cristina Cabrera
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Portfolio/Samples of Work

Digital Marketing Manager with 6+ years of experience driving digital campaigns, marketing strategy, and brand awareness at startups and global companies. Proven success generating marketing collateral and scaling operations through social, viral, and SEO-driven strategies. Skilled in presenting to executives and key stakeholders.

PROFESSIONAL EXPERIENCE

TimeDoc Health – Remote
Marketing Generalist
Feb 2023 – Present

- Own and execute multi-channel marketing strategies targeting FQHCs and health systems, including email campaigns, social media, landing pages, and webinars.
- Developed and implemented segmented nurture sequences that led to a 23% increase in lead conversions.
- Collaborated cross-functionally to launch content assets for Chronic Care Management (CCM), Remote Patient Monitoring (RPM), and Behavioral Health Integration (BHI).
- Produced and managed monthly newsletters, provider spotlight campaigns, and event follow-ups to drive pipeline.
- Streamlined reporting and campaign tracking using HubSpot and Looker Studio.

Cisco – Remote
Product Marketing Specialist
Nov 2021 – Jan 2023

- Led the development and execution of multi-channel marketing strategies across paid search, display, and organic content initiatives, resulting in increased web traffic and qualified leads.
- Managed content creation and messaging alignment for product launches, webinars, and strategic partner campaigns.
- Collaborated with internal stakeholders and external agencies to create and optimize landing pages, emails, and social content tailored to enterprise buyers.
- Utilized data-driven insights from Google Analytics, 6sense, and Salesforce to evaluate campaign performance and refine targeting.
- Supported field marketing efforts by creating ABM strategies and region-specific messaging aligned to enterprise and public sector audiences.
- Conducted competitive analysis and content gap audits to influence editorial calendars and SEO roadmap.
- Developed campaign briefs and project managed cross-functional execution from creative through deployment.

- Partnered with the marketing operations team to ensure campaign tracking accuracy and lead flow alignment across platforms.
- Presented quarterly performance summaries to senior stakeholders, highlighting wins and areas for optimization.

Maureen Data Systems – Dallas, TX
Marketing Specialist
2020 – 2022

- Led multi-channel campaigns for cybersecurity and cloud services, supporting Microsoft and AWS partner initiatives.
- Developed industry-specific messaging for healthcare and government clients, aligning content with compliance needs (e.g., HIPAA, FedRAMP).
  Created email workflows, landing pages, and gated assets to support lead generation and nurture efforts.
  Collaborated with sales to build ABM lists and enablement materials for priority accounts.
- Produced performance dashboards using HubSpot and Google Analytics to report on campaign ROI and conversion metrics.

Tecnics – Houston, TX
Marketing Manager
2019 – 2021

- Managed and executed integrated marketing campaigns, including content development, SEO, and digital advertising across B2B channels.
  Built 6sense segments and managed intent-based campaigns to drive pipeline for TecUNIFY and TecTANGO.
  Created sales collateral, one-pagers, and product messaging tailored to manufacturing and construction verticals.
- Collaborated with product and partner teams to support co-marketing initiatives with Okta and CyberArk.
- Analyzed campaign performance using GA4 and HubSpot to optimize lead quality and engagement.

Silverback Advertising – Dallas, TX
Digital Specialist / Media Buyer
2018 – 2020

- Managed digital campaigns for 35+ clients across automotive, legal, and home services industries.
- Led programmatic advertising initiatives, optimizing across display, video, and OTT channels using Choozle and Simpli.fi.

- Developed SEO and SEM strategies that drove measurable improvements in organic traffic and lead conversions.
- Created monthly performance reports, providing insights and actionable recommendations to internal teams.
- Collaborated cross-functionally with creative, analytics, and media buying teams to ensure campaign alignment and ROI.

Wealth Excel
Creative Manager
2017 – 2019

- Led marketing strategy and execution for multiple financial service brands under the Wealth Excel umbrella.
  Oversaw SEO, content marketing, and website optimization, resulting in improved search visibility and lead generation.
  Developed and managed monthly email campaigns, nurturing client relationships and driving webinar attendance.
- Created social media content and analytics reports to support brand awareness and audience engagement.
  Collaborated with cross-functional teams to launch new services, aligning messaging across digital channels.

RUTD – Dallas, TX
Business Developer / Operations
2018 – 2021

- Pitched and secured funding for a social impact startup addressing veteran mental health.
- Built partnerships with accelerators and nonprofit stakeholders.

Hives for Heroes – Houston, TX
Operations Manager
2019 – 2021

- Scaled nonprofit to nationwide presence and secured $5MM+ in funding through branding and demographic analysis.

Krave Designs – Dallas, TX
Owner / Digital Marketing Strategist
2015 – 2021

- Led PR, social media, and advertising for 15+ clients.
- Achieved 1.1MM+ impressions and $10MM+ in earned media through campaign execution.

EDUCATION

Rice University – MBA
University of Texas at Arlington – B.A. Psychology

TECHNICAL SKILLS

Marketing: HubSpot, Marketo, ActiveCampaign, Google Ads, LinkedIn Ads, Facebook Ads, SEO
Analytics & CRM: Google Analytics, Looker Studio, Salesforce, Zoho
Design: Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premiere)
Project Management: Asana, Trello, Monday

CERTIFICATIONS

- Google Analytics IQ
- HubSpot Inbound Marketing
- Facebook Certified Digital Marketing Associate
- HubSpot Email, Content, Social Media, and Inbound Sales Certifications