

# MYRA CUELLAR

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Senior Program Marketing Manager with proven experience in analysis and strategy influencing marketing initiatives and collaborating with cross-functional teams to launch high-impact campaigns and design an outstanding customer experience. Uniquely adept in identifying gaps and creating solutions that deliver value and drive bottom-lines.

Project Management

Customer Relationship Management

Marketing Strategy & Planning

Campaign Management

Kaizen/Six Sigma

Market Research

Gap Analysis

Budgets/P&L

Product Management

Process Improvement

Vendor Management

Loyalty/Retention Programs

Customer Acquisitions

Marketing Communications

Direct Mail/Email Campaigns

Website Development

Cloud Marketing/Silverpop

Microsoft Suite (+Visio)

SAP/ERP

Bilingual (Spanish)

## CAREER HIGHLIGHTS

- Maximized \$10M customer incentive program with sales initiatives, driving customer acquisitions & retentions
- Launched a drip campaign/communications strategy for SMB customers, increasing renewal rates; designed quarterly newsletters, onboarding, customer surveys, and customer spotlight feature in the newsletter
- On-boarded a new vendor program and collaborated with internal teams to redesign processes using Agile
- Partnered with major brands to offer customer discounts and improve customer loyalty
- Leveraged Kaizen Six Sigma methodology and gap analysis results to improve internal processes, reducing workforce requirements and increasing productivity
- Improved the customer experience and reduced program expenses by driving changes to the website, call center, creating an IVR, and funding and fulfilling new incentive programs
- Successfully built an RFP library to produce quality, customized responses, saving the company time and money

## PROFESSIONAL EXPERIENCE

### TXU Energy

2006 – Present

#### Senior Marketing Associate (Product Management)

2016 – Present

- Develop CRM program strategies to enhance the customer experience, both print and online
- Diligently manage the program vendor and budget and created a Request for Proposal (RFP) for official use
- Cooperate with Consumer Insights to conduct surveys, understand customer needs and develop messaging
- Collaborated with the vendor to redesign the website and introduce new features to enhance customer interaction including text messaging and Interactive Voice Response (IVR) system for self-service

#### Senior Marketing Associate (B2B Customer Marketing)

2011 – 2016

- Drove customer advocacy and elevated brand loyalty by offering services & products through partner programs
  - Developed and executed integrated launch strategies including monthly renewal direct mail & email campaigns by developing creative briefs and working with the creative agency, brand, and legal on the approval process
  - Encouraged customer engagement by developing and managing surprise & delight campaigns and sweepstakes
  - Partnered with P&L to conduct cost-benefit assessments, identifying and implementing strategies to improve marketing campaign performance
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## *Marketing Associate*

2007 – 2011

- Supported senior associates in the planning, execution, and development of campaigns in the B2C direct mail and online, email, and partner marketing
- Managed campaign launches with call center vendors, conducting channel performance analysis and ensuring the efficient and timely launch of internal client campaigns
- Designed a coaching program for vendors & sales agents to ensure consistency between vendor facilities in sales optimization, key selling messages, branding, value proposition, agent performance, and process improvement
- Collaborated with cross-functional teams including product development, campaign owners, writers, legal and regulatory members to develop key selling messages

## *Partner Marketing Coordinator*

2006 – 2007

- Launched campaigns as part of a high-performance team, developing offers and collateral and gaining required approval through legal and external partners; also assisted associates in the management of sales vendors
- Organized events for partner marketing securing exhibiting location, vendors, equipment & promotional items
- Managed the gift-card fulfillment process, drafting gift card incentive letters, managing inventory, and coordinating with third-party vendors to fulfill incentives within the expected timeframe

## **Covantage (UnitedHealthcare)**

2003 – 2006

### *Project Management Associate, Marketing*

- Provided oversight for email and direct mail marketing campaigns, trade shows, special events, and all promotional materials, including print advertising and company website
- Implemented CRM best practices with graphic artists, writers, partners, and vendors to increase ROI; empowered sales staff with training in CRM application and RFP database use
- Conducted marketing analysis, identifying business trends, drivers and opportunities to pursue; tracked key marketing initiatives and programs and prepared leads reports for ROI analysis
- Improved consistency of organizational communications, drafting customized client proposals and responses for customer inquiries and RFP's

## **ADDITIONAL EXPERIENCE:**

### **PolyDyne Software**

2002 – 2003

#### *Inside Sales Representative*

### **NetCareers**

2000 – 2001

#### *Account Executive/Recruiter*

## **EDUCATION & CERTIFICATIONS**

### **UNIVERSITY OF TEXAS** Austin, TX

*Bachelor of Arts in Economics, Minor in Spanish*

## **CERTIFICATIONS:**

*User Experience (UX)*

***In-progress***

*Design Thinking Certification*

***In-progress***

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