

JESSICA CAGE

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Albuquerque, NM

Over fifteen years of experience in steering multifaceted projects, aligning diverse stakeholder visions, through critical thinking skills and strong emotional intelligence. Experienced in project management, orchestrating cross-functional ideation to conceptualize, implement, and refine innovative brand initiatives.

Proven track record of successfully leading and delivering complex initiatives on time and within budget. Adept at collaborating with cross-functional teams globally, I bring strong communication and creative problem-solving skills to drive project success and meet organizational goals.

STRENGTHS AND EXPERTISE

Digital Marketing	System Integration	Policy Development and Execution
Communications	Budget Management	Cross-functional Team Leadership
Content Creation	Market Research and Analysis	Company-wide Employee Trainings
Project Management	Performance Metrics and Analytics	Customer Engagement and Retention
Campaign Development and Execution	Global Brand Development and Strategy	Vendor and Partnership Management

PROFESSIONAL EXPERIENCE

Owner **2024 - Present**
By The Brand Consulting

Elevating brands by crafting customized strategies tailored to the company needs - blending data-driven insights, creative approaches, and personalized brand narratives.

Brand Marketing Manager **2022 - 2024**
InMoment

Developed and implemented unique global brand marketing strategies across a diverse B2B portfolio, reinforcing brand authenticity and driving visibility in international markets. Led cross-functional teams to successfully launch new products and events, optimizing revenue generation and product performance through strategic go-to-market strategies. Additionally, introduced effective social media and digital community strategies, enhancing brand awareness and engagement while aligning efforts with overall marketing objectives and product launches.

- Led cross-functional teams to boost brand visibility in international markets through integrated marketing campaigns, resulting in increased brand recognition by 30%.
- Developed and launched an employee advocacy program that increased social media reach by 50% and boosted employee engagement scores by 25%.

Continued...

Social Media Manager
Meow Wolf

2021 - 2022

Enhanced brand visibility and engagement for an immersive art collective through strategic social media management. Increased ticket sales and event attendance by effectively allocating resources, contributing to the organization's financial stability. Fostered customer retention and satisfaction by proactively engaging with customers and providing personalized responses.

- Successfully grew an online community by 50% in one year through targeted engagement strategies and regular content updates.
- Implemented new community engagement initiatives that resulted in a 40% increase in active participation and user-generated content.

Marketing Specialist
New Mexico Mortgage Finance Authority

2019 - 2021

Developed and implemented targeted marketing strategies to enhance awareness of the organization's mission and services. Maximized campaign impact by evaluating performance metrics and optimizing future initiatives. Collaborating with internal teams and external stakeholders, and ensured consistent messaging and branding across all channels, effectively communicating the organization's impact and value to diverse stakeholders.

- Created and managed internal communication campaigns that improved employee participation in company events and initiatives by 40%
- Conducted training sessions and workshops on brand advocacy and social media best practices, resulting in a 30% increase in employee advocacy.

EDUCATION

Master of Science, Digital Audience Strategy | Arizona State University
Bachelor of Liberal Arts - Focus: Media Arts and Arts Management | University of New Mexico
Associate of Applied Science, Digital Media Arts and General Science | University of New Mexico

SKILLS

Strategic Planning | Time Management | Adaptability | Self-Starter | Collaboration | Conflict and Crisis Management | Empathy and Emotional Intelligence | Creative Problem Solving | Critical Thinking | Attention to Detail

VOLUNTEER WORK

Vice Chair, City of Albuquerque Arts Board | 2020 - 2023

Continued...

CONTRACT & FREELANCE WORK

Freelancer
Jessica Montoya, LLC

2010 - 2018

Developed and executed marketing strategies for nonprofits, musicians, and small businesses, increasing brand visibility and audience engagement. Produced professional photography and videography content to support campaigns, events, and promotional efforts, aligning visuals with client goals and storytelling. Collaborated with creatives to design impactful visuals and marketing materials, enhancing their digital presence and growing their audiences. Organized and managed events for nonprofits and community organizations, ensuring seamless execution and meaningful audience connections. Provided end-to-end creative services, including concept development, content creation, and project management, delivering measurable results across industries.

Marketing and Outreach Specialist
City of Albuquerque, Public Art Division

2016 - 2019

Managed diverse projects including events, art acquisitions, programs, and database systems. Enhanced community engagement with public art collections and artists through compelling content creation. Strategically increased visibility and recognition of the public art division by developing innovative digital and social media strategies.

Digital Content Manager
Housing New Mexico

2021 - 2022

Developed and executed social media campaigns to drive outreach and raise awareness for affordable housing initiatives across the state. Created compelling visual and written content tailored to diverse target audiences, driving engagement and brand awareness. Professionally edited videos to enhance storytelling and boost audience engagement, ensuring consistent messaging across all digital channels. Collaborated with cross-functional teams to ensure cohesive campaign execution and maintain a strong, unified brand presence. Optimized digital strategies to improve campaign performance, analytics, and overall brand representation.