

ISABEL ESQUIVEL

KEY ACHIEVEMENTS

Transformed Digital Strategy

Directed the redesign of a **200+** page website, including development of an audience-segmented resource hub, improving navigation and increasing website traffic by **50%+**.

Expanded Audience Engagement

Grew email audience by **63%**, while maintaining a **42.6%** average open rate and **5.4%** click-through rate through audience segmentation and targeted campaigns.

Modernized Marketing Infrastructure

Led implementation of a new email marketing platform and developed **12** automated workflows supporting **13,000+** subscribers, reducing manual campaign production time by **30%**.

EDUCATION

Bachelor of Science in Marketing and Advertising

Minor in Graphic Design
Grand Canyon University
Cum Laude

CERTIFICATIONS

Digital Marketing Science: AI +
Digital Marketing Certification
University of Arizona, 2026

Google Analytics Certification
Google, 2026

DIRECTOR OF MARKETING AND COMMUNICATIONS

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SUMMARY

Strategic marketing and communications leader with experience developing integrated brand, digital, and executive communications strategies that increase audience engagement, strengthen organizational visibility, and advance mission-driven initiatives. Proven success leading cross-functional campaigns, modernizing marketing operations, and partnering with executive leadership to deliver measurable growth across digital channels, earned media, and stakeholder engagement.

WORK EXPERIENCE

Education Forward Arizona

10/2024 - Present

Director of Marketing and Communications

- Lead integrated marketing and communications strategy supporting the organization's strategic vision across digital, media, events, brand, and executive communications.
- Serve as a strategic advisor to executive leadership, translating organizational priorities into integrated communications plans, campaigns, and audience-focused initiatives.
- Direct cross-functional marketing initiatives in partnership with internal departments, agencies, contractors, vendors, media, and coalition partners to strengthen organizational visibility and public engagement.
- Provide strategic direction and oversight to the Digital Content Manager, intern, external agencies, contractors, and vendors, coordinating priorities, deliverables, resources, and execution across marketing initiatives.
- More than doubled social media engagement within the first **21** months at the organization.
- Increased earned-media placements by **75%** through coordinated media relations, communications, and partnership strategies.
- Established reporting across **eight** key marketing KPIs, providing leadership with actionable performance insights to guide strategy and decision-making.
- Maintain brand consistency and communications quality across digital and traditional channels while balancing multiple organizational priorities and stakeholder needs.

Sprolo Marketing Agency

11/2023 - 6/2024

Content Marketing Manager

- Oversaw content marketing initiatives for a diverse portfolio of **22** clients across healthcare, retail, education and home services, aligning campaigns with client goals.
- Managed a team of **three** in developing and executing multi-channel marketing campaigns, including SEO-driven content, social media, paid advertising, website design, email marketing, podcast production, print collateral, and brand design initiatives.
- Led public relations efforts through press release development, media interview coordination, and client communications to strengthen brand visibility and support strategic initiatives.

LAVIDGE

1/2022 - 11/2023

PR Coordinator

- Drafted press releases, developed media lists, coordinated media interviews, monitored earned media coverage, created social media content and reported on campaign performance.
- Cultivated relationships with regional media outlets and influencers to increase brand visibility and secure coverage.

AREAS OF EXPERTISE

- Strategic Marketing & Communications
- Brand Strategy & Positioning
- Executive Communications
- Integrated Multi-Channel Campaigns
- Digital & Social Media Strategy
- Earned Media & Public Relations
- Audience Engagement
- Email Marketing & Automation
- Performance Measurement & Reporting
- Cross-Functional Leadership
- Team & Partner Management
- Budget & Resource Management
- Agency & Contractor Management
- Project & Workflow Management
- Content Strategy

ADDITIONAL MARKETING & COMMUNICATIONS EXPERIENCE

Her Campus GCU

10/2021-12/2022

Social Media Manager & Copywriter

- Developed and executed social media content strategies that increased engagement and follower growth by **20%** across platforms.
- Wrote feature articles and digital content aligned with editorial strategy, strengthening audience engagement and publication visibility.

Entrepreneur Media Inc.

05/2021 – 12/2022

Business Development Intern

- Supported research and development for the annual Entrepreneur Franchise 500® rankings, with contributions recognized in the 2021 and 2022 publications.
- Conducted market research, prospecting, and targeted email outreach in support of business development initiatives.
- Performed SEO audits and keyword research to strengthen digital content performance and optimize e-commerce book listings.

CLD PR

04/2021 – 08/2021

PR & Media Intern

- Supported public relations and influencer marketing campaigns through industry research, media coordination, and development of press materials.
- Developed press kits and researched media, influencer, and industry opportunities to support client visibility and campaign execution.

Nordstrom

04/2017 – 08/2019

Intern

- Gained hands-on exposure to retail brand marketing, fashion trend analysis, and customer-focused brand presentation within a nationally recognized retail environment.
- Shadowed store-level social media marketing activities to understand how localized content supports broader brand strategy and customer engagement.
- Learned visual merchandising principles, including the strategic use of lighting and presentation to reinforce product positioning and the in-store brand experience.