

# Monika M. Consunji

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## S U M M A R Y

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B2B marketing manager with 7+ years building content engines, executing integrated demand generation campaigns, and connecting marketing directly to pipeline and revenue outcomes. Hands-on executor and strategic thinker — equally comfortable developing campaign messaging, managing social and email programs, contributing to web refreshes, coordinating webinars, and reporting on what moved the needle. Experienced working in complex, multi-stakeholder B2B environments with a track record of delivering consistent, high-quality content that builds brand presence and drives measurable engagement. Proficient in Microsoft Dynamics, Adobe suite, Hootsuite, Sprout Social, and Google Analytics. MBA graduate.

## P R O F E S S I O N A L   E X P E R I E N C E

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### Digital Marketing Strategist III · University Communications California State University San Marcos · San Diego, CA

May 2024 – Present

- Build and execute integrated B2B-style marketing campaigns across email, paid media, social, web, and digital channels — developing campaign messaging, managing content calendar, and tracking performance against lead generation and engagement KPIs using Google Analytics and Microsoft Clarity.
- Execute email marketing at scale via Microsoft Dynamics CRM — managing 396 campaigns reaching audiences up to 26,383 with a 33.45% open rate, driven by precise segmentation, A/B testing, and continuous performance optimization tied to enrollment and engagement goals.
- Drive paid media campaigns that generate measurable pipeline — delivering 86,824 impressions and 5,731 clicks in 42 days at \$0.24 CPC through iterative audience targeting, creative testing, and data-informed optimization.
- Contribute to website refresh and content optimization — rebuilding 50+ pages in CMS platform, scaling sessions from 3,839 to 56,226 through behavioral analytics and SEO-informed content hierarchy improvements.
- Manage vendor relationships and external partners — developing briefs, coordinating timelines, and ensuring consistent brand voice and quality across all content and channel executions.

### Content Strategy Consultant Concentrix Catalyst · Remote

Aug 2021 – May 2024

- Developed B2B content strategies, messaging frameworks, and campaign assets for enterprise clients including Microsoft, Workday, and Siemens — creating consistent brand storytelling across LinkedIn, email, web, and sales enablement that drove engagement and pipeline contribution.
- Built and maintained content calendars aligned to campaign strategy and business priorities — managing multiple concurrent content programs, ensuring brand voice consistency, and delivering against tight deadlines across complex stakeholder environments.
- Coordinated webinar and virtual event content — supporting production, developing pre- and post-event content assets, and creating materials that extended reach and reinforced brand positioning across target audiences.
- Managed cross-functional delivery across design, UX, content, and external partners — developing briefs, tracking deliverables, and ensuring on-brand, on-schedule execution using Agile/Scrum and Smartsheet.

### Social Media Content Strategist · Frontera Health Technology Veer Agency · Remote

Mar 2026 – Present

- Own content strategy and social media execution for three brands — developing campaign-driven content across LinkedIn, Instagram, and Facebook, maintaining brand voice consistency, and using Sprout Social to monitor performance and iterate based on engagement data.
- Message test and optimize continuously — conducting A/B testing across 100+ content variations to identify what resonates with target audiences and build creative rules that govern all content decisions.

### Content Strategist & Marketing Coordinator Tahzoo · San Diego, CA

Apr 2020 – Sept 2021

- Built the brand's first B2B content engine — launching editorial calendar, social strategy, and thought leadership program that grew total engagement 600% and established consistent brand presence across LinkedIn and web.
- Produced executive thought leadership content and talking points — ghostwriting CEO blog posts, preparing leadership for content appearances, and ensuring all executive-facing content aligned with brand positioning and market messaging.
- Partnered with CMO to execute five integrated B2B campaigns — shaping messaging strategy, directing creative production, and delivering campaigns on time and on brand across LinkedIn and Facebook.

**Digital Marketing & Content Coordinator**  
**CoyoteVest · San Diego, CA**

Jan 2019 – Apr 2020

- Built the brand's full marketing function from scratch — content calendar, brand voice, social strategy, email program, and influencer program — scaling content output 375% and growing engagement over 300% in 15 months.

**E D U C A T I O N**

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**Master of Business Administration (MBA)** 2025

California State University San Marcos  
*Selected to deliver the College of Business Commencement Address*

**Bachelor of Arts in Business Administration, Emphasis in Management Information Systems** 2019

**S K I L L S & T O O L S**

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**Marketing:** B2B Content Strategy, Demand Generation, Campaign Development, Brand Voice & Storytelling, Email Marketing, Social Media, Paid Media, Lead Generation, Message Testing, SEO

**Events:** Webinar Coordination, Event Content Development, Pre/Post-Event Campaigns, Vendor Management, Budget Oversight

**Platforms:** Microsoft Dynamics CRM, Microsoft 365, Hootsuite, Sprout Social, Buffer, Google Analytics, Google Ads, Meta Ads, Adobe Premiere Pro, Canva, Asana, Smartsheet

**Competencies:** Cross-Functional Collaboration, Editorial Calendar Management, Performance Reporting, A/B Testing, Brand Governance, Agile Methodology