MELANIE JARDINES BERNAL

Campaign Strategy | E-commerce Marketing | AI-Enabled Workflows | Paid Media
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PROFESSIONAL SUMMARY

AI-first marketer who turns customer behavior into campaigns, from guest email and eCommerce journeys across 90+ international markets at Royal Caribbean to paid, lifecycle and AI-enabled campaign work at Lumen Technologies.

CORE STRENGTHS

AI-Enabled Workflows and Automation • Integrated Campaigns • Paid Media Strategy (social, search, content syndication, webinars) • Guest Journey and Lifecycle Marketing • Email Strategy • Cultural Localization (LATAM, EMEA, APAC) • Cross-Functional Leadership • Agency Management

EXPERIENCE

Lumen Technologies

Remote | Dec 2023 to Nov 2026

Sr. Lead Digital Marketing Manager (progressive scope across four roles)

AI Innovation Lead, Campaign Strategy (Jun 2026 to Nov 2026)

- Pitched and moved into a new role leading AI innovation for a campaign strategy team; surveyed the team to find the real blocker (systems and data) and built the AI roadmap and guardrails around it.
- Built AI-enabled workflows and automations that remove manual work: an event-triggered dashboard that reconciles campaign status across multiple trackers into one weekly view, an AI kickoff-brief flow that cut brief creation from days to hours, a UTM agent built in Microsoft Copilot Studio within enterprise AI governance guidelines, and automated weekly performance reporting.
- Built a library of reusable AI skills and taught the approach through learning labs, office hours and a shared skills library; contributed to a brand review agent recognized in an internal AI competition.

Integrated Campaign Manager, Brand (Jan 2026 to Jun 2026)

- Managed brand awareness campaigns across national and regional markets, working with the agency of record and partners in Brand, Corporate Communications and Creative.
- Owned the paid media buy for awareness programs and wrote the governance and decision framework for paid amplification, which became the default way to decide where brand dollars go.

Integrated Campaign Manager, Connectivity Services (Jul 2025 to Jan 2026)

- Led integrated offer campaigns across email, SDR calling, paid, social, web, webinars and sales enablement; the Q4 2025 offer exceeded both its customer and unit goals.
- Led marketing for a network investment campaign and owned the marketing workstream for a large national launch, including the sales readiness deck and field activation plan.

Email and Lifecycle Marketing Lead (Dec 2023 to Jul 2025)

- Built an always-on nurture program from scratch with segmented streams, dynamic templates and behavioral triggers, putting the team well ahead of plan on its annual lead goal.
- Led behavior-triggered lifecycle campaigns that tapped database and CDP signals, including AI conversational streams; a dormant-contact re-engagement program generated hundreds of qualified leads in about a week.

Royal Caribbean Group

Miami, FL | Apr 2019 to Dec 2023

Senior Account Executive, Guest Commerce, International Marketing (Feb 2023 to Dec 2023)

- Led email strategy for the booked-guest experience across 90+ international markets (everything outside the U.S.), optimizing the email-to-eCommerce journey across web and mobile to drive incremental revenue.
- Lifted conversions and repeat bookings through segmentation and behavioral triggers; worked with creative, analytics and regional teams to localize offers and messaging and streamline cross-market deployment.

Account Executive, Email Marketing, International (Aug 2021 to Feb 2023)

- Built and deployed booked-guest email campaigns for international markets in Salesforce Marketing Cloud (LATAM, EMEA, APAC) with localized content that respected cultural nuance and improved open rates.

Associate Producer, Knowledge Management (Apr 2019 to Aug 2021): content, information architecture and UX for the global contact center knowledge base.

Earlier Agency Experience

BCV Social Media Agency (hospitality clients), Junior Account Executive, Social Media (Nov 2015 to Apr 2017)

- Managed social and content for hospitality clients, including Cancun; led creative direction on site, planning shot lists and filming content, and kept benchmarks across $1.2M+ in annual paid media.

Making Science US (digital agency), Strategic Project Manager, Optimization and UX (Nov 2017 to Oct 2018)

- Led web and mobile conversion optimization for enterprise clients, driving double-digit lifts in engagement and funnel completion.

EDUCATION

FIU: M.S., Marketing (2017) | B.S., Hospitality Management (2014) | Languages: English, Spanish