

NOAH CISNEROS, MBA

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EDUCATION

Master of Business Administration, University of Utah

B.S. in Business Management & Marketing, Brigham Young University Idaho

RECENT EXPERIENCE

Growth Marketing Manager, TAB Bank (2022 – *Present*)

Designed and launched a multi-channel, deposit-growth “TAB Spend” campaign, contributing to sustained sticky deposit increases. This included a successful **Super Bowl** commercial featuring culturally resonant storytelling.

Led both go-to-market strategy and tactical advertising execution for **B2B lending and banking products**. Worked closely with compliance to balance innovation and safety.

Leveraged expertise in **performance marketing, analytics, and product strategy** to unlock new revenue streams and expand the customer base.

Campaign: Coordinated with the sales team to achieve a 141% ROI and grow brand awareness by 17MM impressions from targeted traffic. Engagement rates for TAB's LinkedIn ads outperformed competitors like Ally, Deseret First Credit Union, FinWise Bank, and Zions Bank. Built systems to utilize key customer insights, AI automation, affiliate programs, billboard campaigns, and email nurture campaigns.

Client Success Executive, Big Leap (May 2022 – *Dec 2022*)

SEO & Local Service Ad Manager, Incline Marketing LLC (2020 – 2022)

Event Production Manager, BYU Idaho (2019 – 2020)

Data Processing Specialist, Vivint Solar/SunRun (2018 – 2019)

Sales Consultant, Mr. Mac Clothing, SLC (2017 – 2019)

SKILLS & CERTIFICATIONS

AI Adaptability: Adapts to constant change by taking action and testing new tools. Currently utilizes ChatGPT for enhanced market research, copy editing, and personalization. Has created multiple custom GPTs, including product-persona GPTs.

Marketing: Growth strategy, GTM planning, campaign execution, brand building, automation (HubSpot), analytics-driven decision-making

Compliance Experience: Understands advertising restrictions and open banking ecosystems. Performs in a cross-functional team leadership capacity.

Certifications: ZoomInfo Marketing OS ABM | AI for Financial Services by Startup