

Cheyenne Malacara

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Brand Marketing & Communications Professional

PROFESSIONAL OVERVIEW

Marketing and communications professional with experience in brand management, integrated marketing, public affairs, and digital communications. Skilled at managing projects, building relationships across teams, and turning complex initiatives into clear, engaging communications. Enjoys building meaningful campaigns and experiences that connect organizations with the people they serve.

WORK EXPERIENCE

Content Marketing Coordinator | Charleston Regional Aviation Authority, North Charleston, SC July 2021 – Present

- Led marketing and communications for Charleston International Airport and three affiliated general aviation airports, ensuring consistent branding and messaging across digital, print, signage, advertising, and public-facing communications.
- Led the implementation of a rebrand across four airports, overseeing updates to signage, websites, marketing collateral, digital assets, and operational materials while maintaining brand consistency across multiple facilities.
- Managed the redesign and rebranding of Charleston International Airport's website, partnering with internal stakeholders and a web development agency to deliver the project significantly under budget while ensuring compliance with WCAG 2.2 accessibility standards two years ahead of the federal deadline.
- Manage vendor relationships and oversee the production and installation of passenger-facing signage, displays, branded materials, and environmental graphics, ensuring quality, brand consistency, and on-time delivery.
- Supported crisis communications planning and response for hurricanes, airport emergencies, flight diversions, and operational disruptions, helping deliver timely, accurate communications during rapidly evolving situations.
- Expanded role to include management of the Public Affairs budget, procurement, vendor relationships, branded merchandise, and cross-department initiatives while implementing workflows that strengthened collaboration between Public Affairs, Finance, Information Technology, and operational teams.

Social Media Specialist | Charleston Regional Aviation Authority, North Charleston, SC Nov 2020 – July 2021

- Developed and managed social media strategy for Charleston International Airport and affiliated airports, growing Instagram by more than 400% while strengthening brand awareness and audience engagement.
- Adapted marketing strategy during the COVID-19 pandemic by shifting communications from destination marketing to community-focused messaging while collaborating with regional tourism organizations.
- Produced marketing campaigns and creative content across digital, photography, video, and written communications to support new air service, community partnerships, passenger initiatives, and airport events.
- Helped promote the expansion of nonstop air service from approximately 20 destinations to more than 65 domestic and international routes through integrated marketing and communications campaigns.

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Marketing Manager | Palmetto School of Career Development, North Charleston, SC March 2019 – March 2023

- Led marketing and communications for three campuses across Charleston, Columbia, and Myrtle Beach, developing regional campaigns and messaging that supported enrollment goals and strengthened brand awareness.
- Planned and executed approximately 50 integrated marketing campaigns annually that consistently supported full enrollment across academic programs while managing a limited marketing budget.
- Managed the planning, budget, scriptwriting, and creative direction for the school's commercial advertising campaign, collaborating with production partners from concept through final delivery.
- Led the transition to virtual graduation ceremonies during the COVID-19 pandemic, developing new communication and event processes to maintain the student experience.
- Supported the student experience from onboarding through graduation by coordinating communications, monitoring certification exams, and planning graduation ceremonies across three campuses.
- Produced marketing materials across web, email, video, SEO, and social media while managing institutional newsletters and communications.

Editor-in-Chief | Cistern Yard Media, Charleston, SC November 2017 – December 2019

- Oversaw every issue of *The Yard*, the College of Charleston's lifestyle magazine, from concept to publication, including story planning, editing, photography, design, production, and deadlines.
- Managed editorial calendars, staff meetings, and production workflows to ensure the timely publication of news, feature, sports, and lifestyle content.
- Led one of South Carolina's most award-winning collegiate media organizations, guiding a publication recognized with state and national honors for writing, design, photography, and digital media while mentoring contributors nominated for national Pacemaker Awards.

PROFESSIONAL SKILLS

Brand Management • Brand Implementation • Integrated Marketing Campaigns • Campaign Strategy • Public Affairs & Media Relations • Cross-Functional Collaboration • Vendor Management • Budget Coordination • Procurement • Crisis Communications • Content Strategy & Copywriting • Executive & Stakeholder Communications • Website Content Management

TECHNICAL SKILLS

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro) • Microsoft Office (Excel, PowerPoint, Word) • Canva • WordPress • Wix • Google Analytics • Sprout Social • Hootsuite • Qualtrics • SEO

EDUCATION AND PROFESSIONAL DEVELOPMENT

Master of Strategic Communication and Digital Strategy University of Oklahoma	2025
Bachelor of Arts in Communication College of Charleston	2019
CITI Program – Social & Behavioral Research Certification	Expires January 2028