

# Ana DeVita

[ANAMARIE.DEVITA@GMAIL.COM](mailto:ANAMARIE.DEVITA@GMAIL.COM)

<WWW.LINKEDIN.COM/IN/ANADEVITA/>

<ANADEVITA.COM>

347.380.2916

## OVERVIEW

I am a Digital Marketing Leader with proven success in developing and executing high-impact, performance-based marketing strategies and designing/developing human-centric customer experiences (CX) that drive growth and revenue.

WEBSITE: <ANADEVITA.COM>

## EXPERIENCE

**Senior Marketing Manager, Digital Marketing and Customer Experience (CX)**  
Quorum FCU | January 2019 – Present

**Focus: Digital marketing strategy development and campaign management for financial products and services.**

### Expertise:

**Digital Marketing:** Drive growth and increase revenue by developing and implementing strategic, performance-based, and scalable marketing strategies and plans. Develop and lead the implementation of go-to-market strategies and oversee marketing campaigns across multiple channels (owned, earned, and paid media). Develop and manage the quarterly and annual marketing plans to drive growth and support retention. Collaborate closely with the cross-functional teams to optimize existing tactics and introduce new strategies and programs that help accelerate growth.

**Marketing Automation:** Manage and fully leverage the capabilities of Hubspot to increase existing customer wallet share and drive new customer acquisition through direct response and inbound marketing initiatives. Increase internal efficiencies and marketing effectiveness by ensuring continuous platform improvements. Work with data experts to manage and maintain data quality and hygiene to enable smarter, personalized, customer growth campaigns.

**Customer Experience (CX) Strategy:** Lead the CX strategy for online, customer-facing assets and ensure growth-driven experiences that align with the company brand and its strategic needs. Provide direction and user journeys for marketing campaigns, websites, and online applications. Leverage technology trends, best-in-class experiences, and first-party CX data to shape and optimize the customer journey. Work closely with team leaders to build tight feedback loops that drive optimization efforts throughout the user journey. Manage Customer Satisfaction (CSAT) programs and deliver actionable insights that help create customer experiences that drive business outcomes.

### Accomplishments:

- Lead the CX strategy for an online account application redesign which resulted in a 70% completion rate within 3 months of implementation (from less than 1%) and exceeded customer acquisition objectives and CSAT goals.
- Lead the automation of the customer onboarding journey and implemented personalized, nurture streams designed to increase product usage, digital adoption, and increase revenue.
- Developed an award-winning digital marketing campaign aimed at increasing the digital adoption of consumer banking solutions specifically for college students.
- Reevaluated the company's retail banking website to ensure alignment with current strategic priorities by implementing CX and SEO improvements—resulted in a significant increase in traffic, improved accuracy in attribution reporting, and an overall increase in conversion rates.

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## Senior Marketing Manager, Creative Strategy and Brand Management

Quorum FCU | September 2014 – December 2018

### Key Responsibilities and Accomplishments:

- Lead the content and design strategy for Quorum's content marketing platform that was designed to increase customer engagement and share of wallet within retail and point-of-sale verticals.
- Developed and implemented Go to Market (GTM) strategies for banking products and services that are aligned with business objectives.
- Supported Sales teams by developing sales collateral to ensure they were armed with the best tools to showcase our brand and product offerings. Collaborated closely with the Sales and Product Managers to optimize marketing tactics and improve conversions.
- Managed the Quorum brand and developed brand marketing strategies to generate awareness and reach new customers through a wide range of digital channels. Ensured internal and external adherence to company policy and managed the co-branding initiatives with new partners.
- Developed and managed customer nurture campaigns and workflows via Hubspot to increase digital adoption and product usage. Created direct response campaigns using Hubspot CMS tools to drive new customer growth.
- Managed the performance and function of the website (front-end): CMS administration, design development, UX strategy.
- Reduced the marketing department's overall operating expense by streamlining print production processes, reducing production costs, and eliminating manual operational tasks that did not contribute to business objectives.
- Manage agency and media partner relationships and contract negotiations.

## Marketing Manager, Creative Strategy and Brand Management

Quorum FCU | March 2011 - September 2014

### Key Responsibilities and Accomplishments:

- Worked closely with the VP of Marketing in developing annual marketing strategies that focused on increasing existing customer share of wallet.
- Served as the strategic and tactical lead on product acquisition campaigns for mortgage, savings, and credit card products, and maintained a consistent month-over-month improvement in Cost Per Acquisition.
- Provided creative direction to external agencies and designers for all marketing campaigns.
- Brand Management: Lead the company rebranding initiative which included the development of a new brand strategy and visual identity, which included a website redesign.
- Worked closely with Senior Team Members to develop executive-level presentations for annual strategic planning sessions and end-of-year board presentations.
- Managed agency relationships.

## Brand Specialist

Quorum FCU | September 2006 - March 2011

### Key Responsibilities and Accomplishments:

- Developed the corporate brand guidelines, managed the implementation of the company's brand policy and guidelines across internal and external communication assets. Developed and launched brand awareness campaigns for internal audiences.
- Introduced email marketing into Quorum's marketing mix, lead the platform implementation, as well as owned the day-to-day management of the email platform.
- Developed customer acquisition campaign briefs for agency partners, as well as the in-house marketing team, and coordinated the development, production, and launch of all campaign assets/collateral.

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## Marketing Specialist

Quorum FCU | September 2005 - September 2006

### Key Responsibilities:

- Managed the development and production of monthly member communication assets as well as corporate assets such as annual reports, new business brochures, and membership packages.
- Designed high-level strategy decks for the Senior Executive Team.
- Managed print production processes and quality control for all product marketing campaigns and corporate collateral.
- Worked with all branch locations to facilitate the distribution of in-branch marketing collateral.

## Marketing Coordinator

Kraft Foods Federal Credit Union | September 2003 - September 2005

### Key Responsibilities:

- Responsibilities included tasks within marketing administration/operations, distribution, and logistics
- Coordinated the design development and production of Kraft Foods FCU's monthly member assets, which included: member newsletter, statement inserts, and statement envelope messages.
- Assisted the Marketing Director in developing promotional print marketing collateral for new product acquisition campaigns.
- Coordinated the print production, fulfillment, and distribution of all marketing assets.
- Acted as a junior graphic designer on all internal and external marketing campaigns.

## Marketing Strategy Consultant

Freelance 2013 - 2018

Provided marketing and brand consultation services to small businesses and sales professionals in the pharmaceutical sales, real estate, and home improvement industries.

## EDUCATION

University of Asia and the Pacific

BA, Communications, Integrated Marketing Communications (IMC) | 1998 - 2002

## TECHNICAL SKILLS & CERTIFICATIONS

As a Digital Marketing Leader, I believe in continuous learning and practical training, so actively honing my digital skills plays a critical part in my capacity to lead strategically and effectively.

- Hubspot Marketing and Automation (Certified in: Inbound Marketing, Email Marketing, Service Hub Software)
- Salesforce Marketing Cloud
- Google Analytics
- Google Looker
- Google Ads
- Meta Business Manager
- Adobe CS (Photoshop, Illustrator, InDesign, XD)
- Website CMS Management (WordPress)