



## Resumé of Ana DeVita

Integrated Marketing Communications (IMC) expert with over 15 years of experience in developing marketing strategies and leading multi-channel marketing campaigns.

### EXPERIENCE

#### Senior Marketing Manager, Customer Experience and Campaign Strategy | Quorum FCU

February 2019 - Present

**Focus:** Define and create Quorum's delivery of the brand promise through thoughtful, customer-focused, Customer Experience Design (CXD) strategies.

##### Key Responsibilities:

- Establish and maintain organizational alignment on cultivating a customer-centric culture that is focused on creating experiences that are frictionless and cost-effective for both the business and the customer.
- Build collaborative partnerships with teams or individuals who can break down silos and drive change that will help implement enhancements that are crucial to the health of the overall customer experience and growth of the business.
- Lead the strategy and direct the overall User Experience Design (UXD) of online assets (websites, landing pages, online and mobile apps, emails, etc.) whether it's for marketing or customer service use. Play a strategic and decision-making role in the full stack of UXD: experience strategy (user needs), scope (functional specifications and content requirements), structure (information architecture and user flows), skeleton (interface and interaction design), and surface (visual design).
- Leverage and optimize existing touchpoints and technologies that customers traverse to do business with Quorum and apply best practice Customer Experience (CX) design principles of accessibility, reachability, relevancy, and ease-of-use in programs and platforms to increase digital adoption.
- Lead the strategy development and manage the execution of targeted marketing campaigns tied to product acquisition, whenever possible. This includes providing creative and messaging direction for marketing campaigns, collaborating with program leads to secure resources and ensure smooth execution of tactics, setting campaign goals, and establishing reporting requirements.
- Lead the design development of any CX/UX requirements for marketing campaigns. This includes designing campaign journeys and workflows, directing or developing online user experience (UX) design, or troubleshooting/improving experience gaps.

#### Senior Creative Marketing Manager | Quorum FCU

September 2014 - January 2019

**Focus:** Marketing strategy and multi-channel campaign management for consumer banking products

##### Responsibilities and Accomplishments:

- Established the company's official digital marketing ecosystem and introduced retargeting, paid search, paid social, and content marketing into Quorum's marketing mix
- Lead the development of Quorum's content marketing platform designed to increase engagement within our point-of-sale verticals
- Evaluated Quorum's website and introduced SEO, tracking, and experience enhancements that resulted to increase in web traffic
- Developed digital marketing strategies and managed campaign execution for banking products and services
- Enabled sales teams by developing assets and high-level decks for new business innovation pitches
- Corporate brand lead on all brand awareness campaigns, new partnerships, and social media channels
- Manage agency relationships and oversee retainer projects

#### Creative Marketing Manager | Quorum FCU

March 2011 - August 2014

**Focus:** Overall corporate brand and creative lead for all consumer banking campaigns

##### Responsibilities and Accomplishments:

- Lead Quorum's re-branding initiative which included the development of a new brand strategy, visual identity and brand guidelines, as well as the development of a new website
- Supervised the creation of all campaign assets (print and digital) and provided creative direction to both internal teams and agency partners
- Managed Quorum's email marketing platform and lead all email campaign development and deployment



- Developed and managed production and deployment of print marketing campaigns which included targeted direct mail and in-branch point-of-sale collateral
- Managed partnership marketing guidelines for the development and fulfillment of partnership advertising
- Worked closely with the VP of Marketing to develop annual marketing strategies that are in line with the organization's goals

**Brand Specialist | Quorum FCU**

**September 2006 - March 2011**

**Focus:** Brand manager for internal and external communications and campaign manager

**Key Responsibilities and Accomplishments:**

- Developed Quorum's first official brand guidelines and continued to manage the brand
- Introduced email marketing into Quorum's marketing mix and lead the platform implementation, as well as owned the day-to-day management of the platform
- Developed and executed email campaigns designed to support in-branch sales campaigns
- Managed print production and fulfillment of all print and digital collateral for all branch locations
- Provided creative direction to agency partners as well as in-house marketing team in developing assets for key marketing campaigns for both product and new customer acquisition

**Marketing Specialist | Quorum FCU**

**September 2005 - September 2006**

**Focus:** Print production management of all marketing campaigns and development of high-level executive decks

**Key Responsibilities and Accomplishments:**

- 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
- Worked closely with the Senior Team to develop decks for the company's annual organizational strategy meetings
- Managed print production processes for product marketing campaigns focused on new customer acquisition -
- Primary liaison between the Marketing group and Branch groups—coordinated the fulfillment of all branch marketing assets
- Senior graphic designer on all internally-developed marketing campaigns

**Marketing Coordinator | Kraft Foods Federal Credit Union (FCU)**

**September 2003 - September 2005**

**Focus:** Administrative marketing, distribution, and logistics

**Key Responsibilities:**

- Coordinated the design development and production of Kraft Foods FCU's monthly member assets, which included: member newsletter, statement inserts, and statement envelope message
- Assisted the Marketing Director in developing promotional print marketing collateral for new product acquisition campaigns
- Coordinated the print production and fulfillment of all marketing assets and supported marketing needs for all branch locations
- Junior graphic designer on all internal and external marketing campaigns

**Web Designer and Marketing Consultant | Freelance**

**2013 - Present**

Provided web design and development work, as well as marketing 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**

**1998 - 2002**

Integrated Marketing Communications (IMC)

**TECHNICAL SKILLS**

- Hubspot
- Salesforce Marketing Cloud
- Adobe Creative Suite
- Microsoft Office Suite
- Website CMS Management (WordPress and Drupal)
- Paid Media: Retargeting, Search, and Social
- Google Analytics