

# Ana DeVita

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## OVERVIEW

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

## EXPERIENCE

### Senior Marketing Manager | Quorum FCU | January 2019 – Present

#### Focus: Campaign Management and Customer Experience

Integrated marketing strategy development and multi-channel campaign management for consumer banking products and services.

#### Accomplishments:

- Lead the redesign of the online member and product application which resulted to a 60% completion rate (from less than 1%) and new account relationships that exceeded business objectives.
- Lead the digitalization of Quorum's onboarding process by collaborating with cross-functional teams and working with an external agency to develop a fully automated onboarding process that included personalized and triggered email streams designed to nurture and grow new relationships.
- Developed a CUNA award-winning, multi-touch, marketing campaign aimed at increasing digital adoption and usage of consumer banking solutions.
- Reevaluated the company's retail banking website to ensure alignment with current strategic priorities by implementing CX (Customer Experience) enhancements and SEO improvements—resulted to a 10% increase in web traffic within 6 months of implementation, increased accuracy in attribution reporting, and an overall increase in conversion rates.
- Introduced tactics like paid search, retargeting, paid social, and affiliate marketing into Quorum's marketing mix.

#### Key Responsibilities:

- Develop results-driven digital marketing strategies and manage campaign execution for consumer banking products and services.
- Establish and manage insightful and actionable executive reporting dashboards that capture marketing performance and attribution across all digital channels.
- Manage and optimize Quorum's Marketing Automation (Hubspot) platform and develop playbooks and workflows aimed at increasing wallet share and digital adoption.
- Provide User Experience Design (UXD) strategy for Quorum's retail banking website.
- Provide creative direction and user journeys for digital marketing campaigns.
- Collaborate with cross-functional teams on organizational projects aimed at creating digital experiences to increase digital adoption and generate revenue via new customer acquisition.
- Manage agency and media partner relationships and contract negotiations.

### Senior Marketing Manager | Quorum FCU | September 2014 – December 2018

#### Focus: Creative Marketing Manager and Branding

Corporate brand management, creative strategy, and digital marketing for all personal banking campaigns.

#### Key Responsibilities and Accomplishments:

- Lead the content and design strategy for the first build of Quorum's content marketing platform that was designed to increase customer engagement within retail and point-of-sale verticals.
- Reduced the marketing department's overall operating expense by streamlining print production processes and reducing production costs down to 80%, eliminating manual operational tasks and channels that did not impact cross-sell or acquisition initiatives.
- Marketing Automation Lead: Developed and managed campaigns and email workflows; tested and analyzed workflows; created lead generation and nurture campaigns.
- Provided creative strategy and direction to internal and external teams for all marketing campaigns.
- Managed the performance and function of the website (front-end): CMS administration, design development, user experience.
- Managed agency relationships and contract negotiations.

### Marketing Manager | Quorum FCU | March 2011 - September 2014

#### Focus: Creative Strategy and Brand Management

#### Key Responsibilities and Accomplishments:

- Worked closely with the VP of Marketing in developing annual 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.

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- Provided creative direction to external agencies and designers for all marketing campaigns.
- Brand Management: Lead Quorum's re-branding 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

### Focus: Internal Brand management and Membership Campaign Development

#### Key Responsibilities and Accomplishments:

- Developed Quorum's first official brand guidelines, managed the implementation of the company's brand policy across internal and external communication assets.
- Developed and launched brand awareness campaigns for internal audiences.
- 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 membership acquisition and referral campaign strategy briefs to agency partners, as well as in-house marketing team and coordinated the development and production of all campaign assets (print and digital).

## Marketing Specialist | Quorum FCU | September 2005 - September 2006

### Focus: Marketing Print Production Management and Development of Executive Presentations

#### 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 distribution of in-branch marketing collateral.

## Marketing Coordinator | Kraft Foods Federal Credit Union (FCU) | September 2003 - September 2005

### Focus: Marketing Administration, 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, 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

- Hubspot Marketing and Automation (Certified in: Inbound Marketing, Email Marketing, Service Hub Software)
- Salesforce Marketing Cloud
- Google Analytics and Data Studio
- Google Ads Platform
- Adobe CS (Photoshop, Illustrator, InDesign, XD)
- Website CMS Management (WordPress and Drupal)