

# Ana DeVita

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## OVERVIEW

I am a Digital Marketing Leader with a strong Integrated Marketing Communications background. In the last 10-15 years, my focus has been on driving business outcomes through innovative, customer-centric, digital marketing strategies and customer experience (CX) design.

WEBSITE: <ANADEVITA.COM>

## EXPERIENCE

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

**Focus: Digital Marketing and Digital Customer Experience (CX)**

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

### Accomplishments:

- Lead the CX strategy for the company's online account application redesign which resulted in a 60% completion rate (from less than 1%) and exceeded customer acquisition objectives and customer satisfaction score (CSAT) goals..
- Lead the digitalization and automation of the company's onboarding process and implemented personalized, email workflows designed to increase product usage, digital adoption, and increase revenue alternative non interest income sources.
- 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.

### Expertise:

**Digital Marketing:** Drive growth and increase revenue in the financial services space by developing customer-centric and results-driven digital marketing strategies. Develop agile, scalable, and cost-efficient digital marketing plans and lead internal teams as well as external agencies to ensure smooth implementation of campaigns across multiple channels. Channels may include a mix of owned, earned, and paid media. Provide actionable and insightful reporting to key stakeholders that spur continuous optimization and improvement.

**Marketing Automation:** Manage and fully leverage all the capabilities of Hubspot to increase wallet share via cross-sell and drive lead generation through direct response campaigns. Increase internal efficiencies and marketing effectiveness by ensuring continuous platform improvements. Develop and publish direct response marketing materials for cross-sell and paid media programs. Work with data experts in managing and maintaining data quality and hygiene.

**Customer Experience (CX) Strategy:** Lead the strategy and direct the overall CX of online, B2C/B2B assets and ensure growth-driven solutions that align with the company brand and its strategic needs. Collaborate with cross-functional teams in creating digitally focused customer journeys designed for B2C conversions by consistently applying repeatable practices around accessibility, relevancy, and ease of use. Manage Customer Satisfaction (CSAT) programs that allow the company to measure, monitor, and optimize/create customer experiences that will drive growth.

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## 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, eliminating manual operational tasks and channels that did not impact upsell/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, UX strategy.
- Manage agency and media partner 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.
- 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 the in-house marketing team, and coordinated the development and production of all campaign assets (print and digital).

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## 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 the 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 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)