

# Kaitelyn A. Ploude

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## WORK EXPERIENCE

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BayCoast Bank Swansea, MA  
*Creative Services Officer* 2021-Present

- Spearheads the strategic planning and execution of **creative projects, product launches, advertisements, marketing materials, press releases, and written content** utilizing Adobe InDesign, Illustrator, and Photoshop, saving over \$250,000 in external production expenses.
- Leads a **cross-functional team** in developing a unified visual **brand identity** across six distinct brands, establishing typography standards, and implementing a comprehensive color palette, generating a 7% increase in brand awareness within 6 months of launch.
- Creates award-winning **omni-channel marketing campaigns** using Adobe, Marketing Cloud, and Salesforce, garnering 5M impressions and leading to a 64% increase in closed units.
- Launched highly targeted **digital display and Google search ad campaigns**, resulting in 685 conversions from a total of 130K impressions and generating a \$21.5M increase in revenue.
- Directs and produces **radio, television, and billboard campaigns** generating over 13.7M views.

BayCoast Bank Swansea, MA  
*Marketing Project Manager* 2017-2021

### Campaigns & Strategy

- Designed and implemented a **project management** system within Salesforce, which enhanced **internal communication** and led to a significant 40% rise in productivity.
- Planned, strategized, and executed the end-to-end management of over 100 marketing projects annually, ensuring successful **ideation through to market release**.
- Organized and executed 50+ successful **marketing events**, contributing to **engagement** with over 50K community members, and gaining national recognition.

### Creativity & Content Creation

- Designed SEO and **social media content, graphics, and videos** using Adobe and Canva, to achieve a 27% increase in total website users and a 10% increase in organic website traffic.
- Developed innovative **marketing campaigns** from conception to execution, **designing graphics** using Adobe Creative Suite resulting in a 16% increase in total website sessions.
- Created and executed comprehensive **email marketing and automation** using Salesforce, Pardot, and Marketing Cloud resulting in a 98.4% delivery rate and a 0.2% unsubscribe rate.

Greater Fall River RE-CREATION Fall River, MA  
*Marketing Specialist* 2014 -2019

- Launched **website redesign** using WordPress, HTML, and CSS resulting in a streamlined user experience and an increase in new member application submissions by 45%.
- Crafted a comprehensive **social media and email campaign strategy**, resulting in a 30% increase in engagement metrics and exceeding fundraising goals by 15%.
- Produced and distributed **print and digital collateral** for multiple events, reaching over 10K attendees and contributing to a 20% increase in **event engagement**.

## EDUCATION

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Southern New Hampshire University Manchester, NH  
*Bachelor's - Graphic Design & Media Arts* 2019-2020

Bridgewater State University Bridgewater, MA  
*Bachelor's - Business Management & Public Relations* 2010-2014

## SKILLS & INTERESTS

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Skills: Adobe InDesign, Illustrator, Photoshop, Acrobat, Microsoft Office (Teams, Word, Excel, PowerPoint), Salesforce (Inspire Planner, Marketing Cloud, Pardot), Canva, HTML, CSS, WordPress, Meltwater, Sprout Social, Denim Social, ConstantContact, Zoom, Trello, Asana, Workfront