



**KAITELYN PLOUDE**



**Empowering  
Brands through  
Marketing Expertise**



## ABOUT ME






# A Creative Thinker Turning Ideas into Impactful Marketing

I'm a results-driven marketing leader with 12+ years of experience in the banking industry, blending creative strategy with data to drive brand awareness, engagement, and revenue growth. As a Certified Financial Marketing Professional (CFMP), I specialize in crafting customer-centric campaigns that resonate and convert, while building strong, loyal communities. Empowered by collaboration, I lead with compassion and purpose to create meaningful connections that boost results.

I hold two Bachelor's degrees - one in Business Administration and Management with a minor in Public Relations, and another in Graphic Design and Media Arts.








### Clifton Strengths

-  Strategic
-  Intellection
-  Ideation
-  Input
-  Achiever

### DISC Style

-  Producer


### VIA Character Institute

-  Humor
-  Creativity
-  Love of Learning
-  Bravery
-  Perspective


### Adobe Creative Style

-  The Visionary

### Meyers-Briggs

-  INFP - Thoughtful Idealist

### Predictive Index

-  Operator

# Kaitelyn Ploude

## CERTIFIED FINANCIAL MARKETING PROFESSIONAL

### LET'S CONNECT!



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### TECHNOLOGY

**Project Management Tools:** Trello, Asana, Monday.com, Smartsheets, Inspire Planner, Workfront, Microsoft Planner

**Graphic Design:** Adobe Acrobat, InDesign, Photoshop, Illustrator, Canva

**CRM:** Salesforce, Blackbaud, COCC

**Email Marketing and Automation:** Salesforce Marketing Cloud, Pardot, ConstantContact

**Website Development:** WordPress, HTML5, CSS3

**Social Media Management:** Hootsuite, Meltwater, Sprout Social, Denim Social

**Data & Analytics:** Google Analytics, AdWords

**Microsoft:** Outlook, Teams, Office, Excel, Word, PowerPoint, SharePoint, ShortPoint

### EDUCATION

**American Bankers Association**

CFMP | June 2024

Bank Marketing School | April 2024

**Southern New Hampshire University**

Bachelor's- Graphic Design & Media Arts | 2019-2020

**New England College of Business and Finance**

Certificate- Principles of Management | 2016

**Bridgewater State University**

Bachelor's- Business Management & PR | 2010-2014

### EXPERIENCE

**BayCoast Bank, Swansea, MA**

*Creative Services Officer | 2021-Present*

- Directs an in-house creative team, overseeing **graphic design, video production, copywriting, press releases, and communications** across **print, digital, TV, radio, and social media** platforms.
- Manages marketing project **timelines**, oversees **asset delivery**, and provides direction and **mentorship** to the team to ensure project success and **career development**.
- Implements **customer journey email automation strategies** using **Salesforce Marketing Cloud**, creating personalized touchpoints and improving **customer engagement and retention**.
- Enhances **ROI** by reducing reliance on external agencies, **managing all creative operations** in-house providing better control of resources.
- **Collaborates** with **compliance** to ensure marketing materials **adhere to regulatory standards and bank policies** and cross-functionally with regional, departmental, and senior leadership to align marketing strategies with organizational goals.

**BayCoast Bank, Swansea, MA**

*Marketing Project Manager | 2017-2021*

- Collaborated with **stakeholders** and **agencies** to develop and execute **marketing campaigns, product launches, TV/radio spots, email automation, and SEO content**, ensuring alignment with strategic objectives.
- Leveraged **data analytics** to assess **campaign performance**, provide **actionable insights**, and optimize future strategies, driving improved **brand visibility** and **audience engagement**.
- Managed **end-to-end project execution**, from **strategy and task assignment** to **on-time delivery**, ensuring projects stayed within **budget** and met **business objectives** and **strategic goals**.
- **Created and designed marketing assets (copy, graphics, and content)** using **Adobe Creative Suite (Acrobat, Illustrator, Photoshop, InDesign)** for **digital and print materials**.
- **Coordinated marketing events and tradeshow**s, including **booth setup, managing promotional inventory, and overseeing logistics** to ensure **seamless execution**.

**Greater Fall River RE-CREATION, Fall River, MA**

*Marketing Specialist | 2014-2017*

- Developed **multi-channel marketing strategies** and leveraged **social media** and **email campaigns** to boost **volunteer participation, community presence, and audience engagement**, focusing on **program launches, community events, and fundraising initiatives**.
- Led the **website redesign** using **WordPress, HTML, and CSS** to improve **user experience**, streamline online donations, and add an **online application**, collaborating with **external vendors** and **stakeholders**.
- Designed and executed **print and digital marketing collateral**, including **event flyers, booklets, and web banners**, to support **strategic initiatives** and increase **audience engagement**.
- **Managed social media accounts**, developing **content calendars** and creating original posts to **increase follower growth and audience interaction**.

# “Family of Brands” Rebranding Strategy

BayCoast Bank and its six subsidiaries undertook a rebranding project to unify six subsidiaries under one cohesive visual identity. The successful rebrand achieved a modern and unified look, incorporating the iconic BayCoast blue and gold colors and distinctive secondary colors unique to each brand.

## GOALS

- Increase brand awareness by 3% throughout the footprint.
- Refresh logos and create visual unity across the BayCoast Bank family of brands

## RESULTS

- Achieved a 7% increase in brand awareness, surpassing the initial goal of 3%
- Successfully designed a cohesive visual identity, refreshed logos, and procured new stationery items.





## SCOPE

- **Brand Identity:** Implemented consistent colors, typography, iconography, photography, and tone of voice in all written pieces and marketing materials.
- **Logo Creation:** Collaborated with a graphic designer to refresh multiple logos.
- **Color Palette:** Established a cohesive color palette to create visual unity but also included a secondary color unique to each brand to differentiate them.
- **Typography:** Established a set of bold and easy-to-read fonts contributing to a cohesive and professional image for BayCoast Bank and its six subsidiaries.
- **Stationery Items:** Designed, procured, and distributed new branded letterhead, envelopes, flyers, brochures, business cards, name tags, etc.
- **Press Releases:** Proofread and approved regional name change press releases, ensuring they aligned with the established cohesive brand identity.

## TOOLS

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Denim Social/Social Media
- Microsoft Office Suite

## SKILLS

- Brand Strategy
- Project Management
- Graphic Design
- Presentation
- Communication



# “We’re All Family” Integrated Campaign

The “We’re All Family” campaign showcased the heartwarming story of Penny, the golden retriever, and her owner visiting their favorite place – BayCoast Bank. The first-ever in-house produced spot resonated with the audience, emphasizing the personalized and welcoming experience. Authenticity was infused into the campaign by featuring employees as actors, cultivating trust and a strong sense of community.

## GOALS

- Enhance brand awareness and engagement by leveraging integrated marketing strategies to achieve stronger impressions, social media reach, and website traffic.
- Cost savings through in-house production

## RESULTS

- TV and billboards garnered 13.7M impressions
- The dedicated landing page received 700 page views, with an average time spent of 00:02:52, indicating strong interest and engagement with the campaign’s content
- The social media campaign reached 5K individuals and received 250 likes
- Saved over \$20K in production costs by taking the project in-house

## SCOPE

- **TV Commercial:** Conceptualized, scripted, and produced a TV commercial in-house that evoked a strong emotional connection with the target audience.
- **Highway Billboards:** Strategically placed billboards along busy commuter routes in Providence, Rhode Island, Fall River, and New Bedford, Massachusetts, to increase brand visibility and recall, driving brand awareness.
- **Landing Page:** Collaboratively crafted a dedicated landing page on the BayCoast Bank website, highlighting Penny’s heartwarming story and effectively communicating the Bank’s family philosophy and diverse financial solutions to customers.
- **Social Media:** Launched a social media campaign around Penny, encouraging customers to say “hello” to her, fostering engagement and interaction with the audience.



## TOOLS

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- YouTube/Social Media
- WordPress
- Promotion Suite
- Denim Social
- Navori/Watchfire
- Microsoft Office Suite

## SKILLS

- Video Production
- Storytelling
- Branding and Positioning
- Creative Direction
- Digital Marketing
- Media Planning



# “Building Relationships” Annual Report

This Annual Report aimed to authentically convey the organization’s essence and identity through compelling stories from testimonials and stakeholders. By adopting an in-house approach, the project achieved substantial cost savings of \$40K and used strategic SEO and social media to reach a broader audience, generating impressive engagement rates. The report became a source of immense pride, effectively representing the organization’s values to employees, board members, and senior team members.

## GOALS

- Improve social media reach and engagement
- Cost savings through in-house production

## RESULTS

- Generated 13,814 social media post impressions, reaching 11,758 individuals, with 1,149 post engagements and 557 post reactions, amplifying the impact and reaching a broader audience than ever before
- Saved over \$40K in production costs by taking the project in-house







## SCOPE

- **Interviews:** Conducted interviews for various testimonials with customers and stakeholders to gather valuable insights and captivating stories.
- **Copywriting:** Collaborated closely with the creative copywriter to shape and write engaging articles, capturing the essence of the company's identity.
- **Proofreading and Editing:** Assumed responsibility for proofreading, editing, and rewriting articles to ensure a polished and impactful final piece.
- **Graphic Design:** Instructed the graphic designer on the creative vision for the report's layout, ensuring it aligned with the company's brand identity and values.
- **Collaboration:** Worked closely with different employees and customers of the organization to gather information and testimonials, fostering a collaborative atmosphere throughout the project.

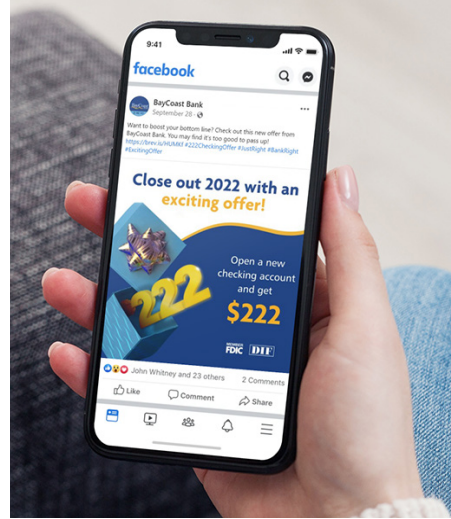
## TOOLS

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Denim Social/Social Media
- WordPress
- Microsoft Office Suite

## SKILLS

- Team Leadership
- Brand Strategy
- Content Development
- Editing and Proofreading
- Project Management





# “\$222 Offer” Omni-Channel Campaign

The “\$222 Offer” campaign employed a multifaceted approach, collaborating with an external agency to craft a compelling marketing strategy that drove consumer engagement and increased account openings. The campaign’s exceptional performance was recognized with a silver award for Best Digital Marketing Campaign from NEFMA in 2022.

## GOALS

- Increase new checking and CD account openings by \$10M in deposits.
- Drive conversions and achieve campaign objectives

## RESULTS

- Increased new checking and CD account openings, surpassing the initial goal, resulting in 685 new accounts and over \$21.5M in deposits
- The social media campaign reached 1,100 individuals, generating interest.
- Digital display achieved 65K impressions and 70 conversions, indicating effective ad visibility and interest.
- Google search ads received 17K impressions and 500 conversions, showcasing successful targeting and user interest.
- The landing page garnered 30K views, with an average time of 00:01:53, indicating engagement with the offer details.
- Email contributed to 18K of the overall page views to the website, demonstrating the impact of email on driving traffic.

## SCOPE

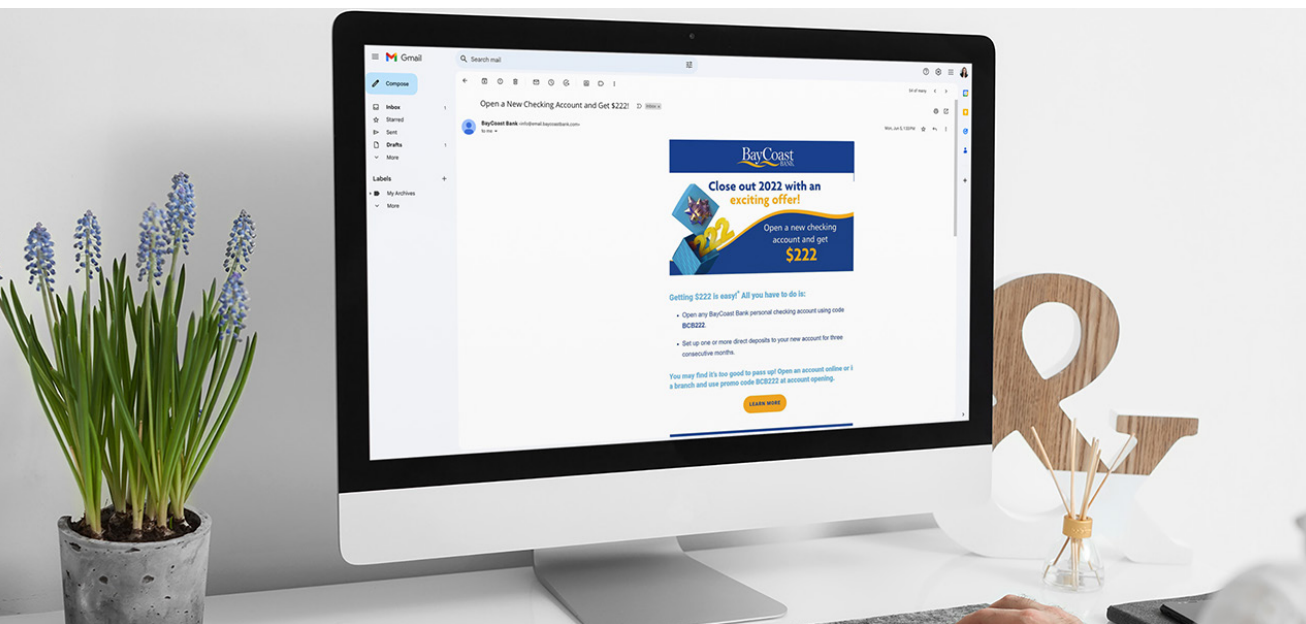
- **Postcard Direct Mail:** Designed and executed engaging postcard direct mail to promote special offers to prospects.
- **Social Media Campaign:** Launched a targeted social media campaign on platforms like Facebook, Twitter, and Instagram, utilizing captivating graphics and persuasive copy to extend campaign reach.
- **Display Ads:** Collaborated closely with a digital marketing manager to place engaging display ads on relevant websites, significantly increasing brand awareness and driving traffic to the landing page.
- **Retargeting:** Implemented retargeting strategies with an external agency to encourage interested users who didn't convert to reconsider the offers.
- **Google Search Ads:** Executed effective Google search ads, driving qualified traffic to the landing page by targeting users searching for relevant keywords.
- **Landing Page:** Collaboratively designed an appealing landing page that provided comprehensive account offer information and encouraged account opening.
- **Email Campaign:** Orchestrated a successful email campaign, personalizing emails to highlight limited-time offers and directing recipients to the landing page.

## TOOLS

- Adobe InDesign
- Denim Social/Social Media
- WordPress
- Google Search/Analytics
- Salesforce/Marketing Cloud

## SKILLS

- Marketing Strategy
- Creative Design and Copywriting
- Project Management
- Branding and Positioning
- Negotiation and Collaboration





Gmail

Search mail

Compose

Inbox

Starred

Sent

Drafts

More

Labels

My Archives

More

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BayCoast Bank [info@baycoastbank.com](mailto:info@baycoastbank.com)

**BayCoast BANK**

**Home Equity Line of Credit**

**Borrow \$50,000 for \$104 a month\***



**Apply Now**

Receive an introductory low rate of 2.49% APR for the first 24 months.\*  
 Pay no application fees and generally no closing costs.  
*The possibilities are endless and within reach.*

A Home Equity line of Credit is money you can use whenever and wherever you want. Use it for home improvements or that long-awaited vacation. You can even pay off your credit card debt.

As a community bank chartered in 1981, BayCoast Bank is proud to provide financial products and services to the people and businesses of southeastern Massachusetts and Rhode Island. Through

# “HELOC” Digital Display Ad Campaign

This display ad campaign achieved remarkable success, generating over 5 million impressions and increasing closed Home Equity Lines of Credit (HELOC) units by 64%, demonstrating a powerful impact on conversions. The campaign’s outstanding performance earned a gold award for Best Digital Banking Campaign from NEFMA in 2021.

## GOALS

- Increase digital ad impressions to reach a wider audience and boost brand visibility.
- Achieve a 20% increase in closed HELOC units through effective marketing strategies and customer acquisition efforts.

## RESULTS

- Generated over 5 million impressions, effectively increasing brand exposure
- Contributed to a remarkable 64% increase in closed HELOC units

## SCOPE

- **Emails:** Collaboratively crafted and deployed engaging emails to attract potential customers and promote the benefits of the HELOC offering.
- **Display Ads:** Designed eye-catching display ads to capture the audience’s attention and drive traffic to the landing page.
- **Retargeting:** Implemented retargeting techniques to re-engage previous website visitors and encourage their consideration of the HELOC option.
- **Social Media Advertising:** Deployed engaging social media ads to target homeowners interested in home improvements and financial solutions.
- **Landing Page:** Created a landing page to provide comprehensive information about the HELOC offering, encouraging users to take action and apply.

## TOOLS

- Adobe InDesign
- WordPress
- Salesforce/Pardot

## SKILLS

- Copywriting
- Digital Marketing
- Data Analysis

# Consumer Onboarding Email Automation

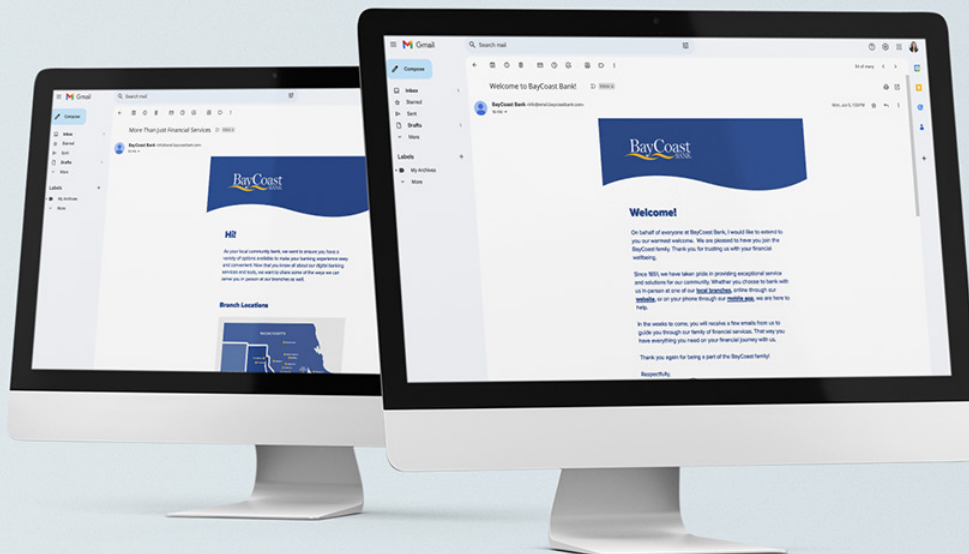
BayCoast Bank achieved a successful onboarding experience for new customers, working closely with an external agency. The project utilized effective project management, Salesforce-powered technology, and thoughtful messaging to deliver tailored messages to the right audience at the right time through data analysis and journey mapping. Marketing automation streamlined the onboarding process fostering high customer engagement and satisfaction.

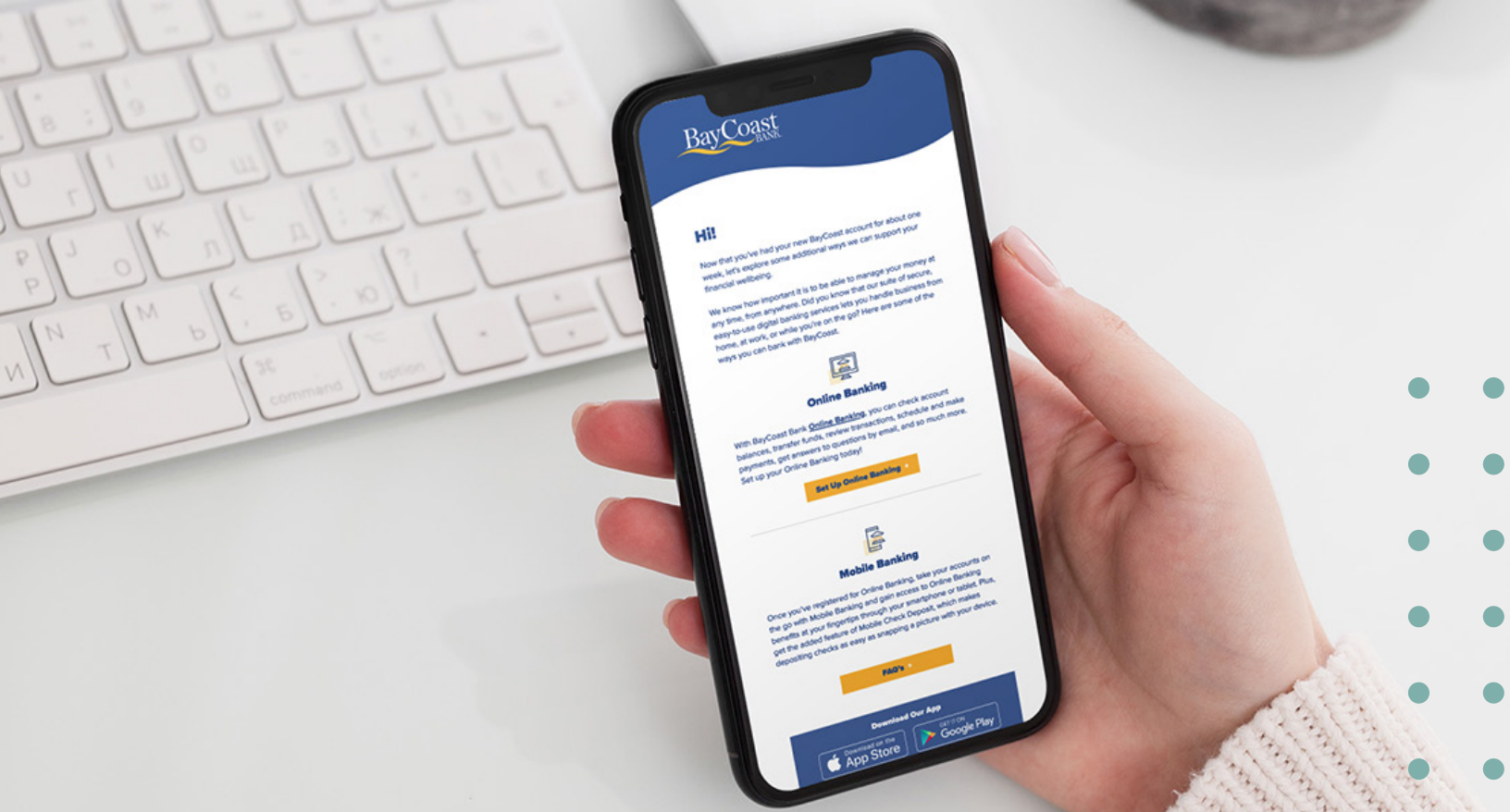
## GOALS

- Enhance the overall customer experience through Salesforce journey mapping and targeted messaging
- Achieve a high delivery rate for onboarding communications
- Maintain a low unsubscribe rate by resonating with the audience

## RESULTS

- Achieved a tailored onboarding experience for new customers, boasting a robust 98.4% delivery rate.
- Elevated customer engagement and satisfaction were evident during onboarding, yielding over 300 clicks.
- Employed journey mapping to precision-target messaging, enhancing the overall customer experience, and achieving an impressive 0.2% unsubscribe rate, affirming strong resonance with the audience.





## SCOPE

- **Journey Mapping:** Collaborated with an external agency to map the onboarding journey.
- **Content and Messaging Strategy:** Enhanced the content and messaging to add value and create a comprehensive program.
- **Email Template Designs:** Collaboratively create customized email templates.
- **Salesforce, Pardot, and Marketing Cloud Email Programming:** Implemented onboarding processes using Salesforce, Pardot, and Marketing Cloud.
- **Testing and Quality Assurance:** Conducted thorough testing and quality assurance processes.
- **Internal Launch Communications:** Executed comprehensive internal launch communications with employees and stakeholders.

## TOOLS

- Adobe Illustrator
- Salesforce/Marketing Cloud
- Microsoft Office Suite

## SKILLS

- Marketing Automation
- Customer Journey Mapping
- Copywriting and Communication
- Quality Assurance
- Data Analysis

# Customer-Centric Multi-Brand Website Redesign

This multi-brand website redesign focused on enhancing navigation, search functionality, and integrating interactive tools, yielding heightened customer engagement and positioning the website as a valuable resource. Notably, there was a 27% increase in users, a 16% uptick in total sessions, and a 10% year-over-year growth in organic traffic. The site is now accessible in three languages through design collaboration, SEO content creation, and data analysis.

## GOALS

- Launch a new multi-brand website focusing on customer needs, providing a seamless, user-friendly, and informative online experience.
- Elevate customer engagement and satisfaction through improved navigation, interactive tools, and the inclusion of up-to-date resources.
- Translate the website into 3 languages (English, Portuguese, and Spanish) to widen accessibility to a more diverse audience.

## RESULTS

- Successfully launched a new website, delivering an enhanced digital customer experience, improved navigation, and interactive tools.
- Achieved a 27% increase in total users, growing from 238K to 303K
- Increased total sessions by 16%, reaching from 832K to 962K
- Realized a 10% year-over-year organic traffic increase
- The website is fully available in 3 languages - English, Portuguese, and Spanish.





## SCOPE

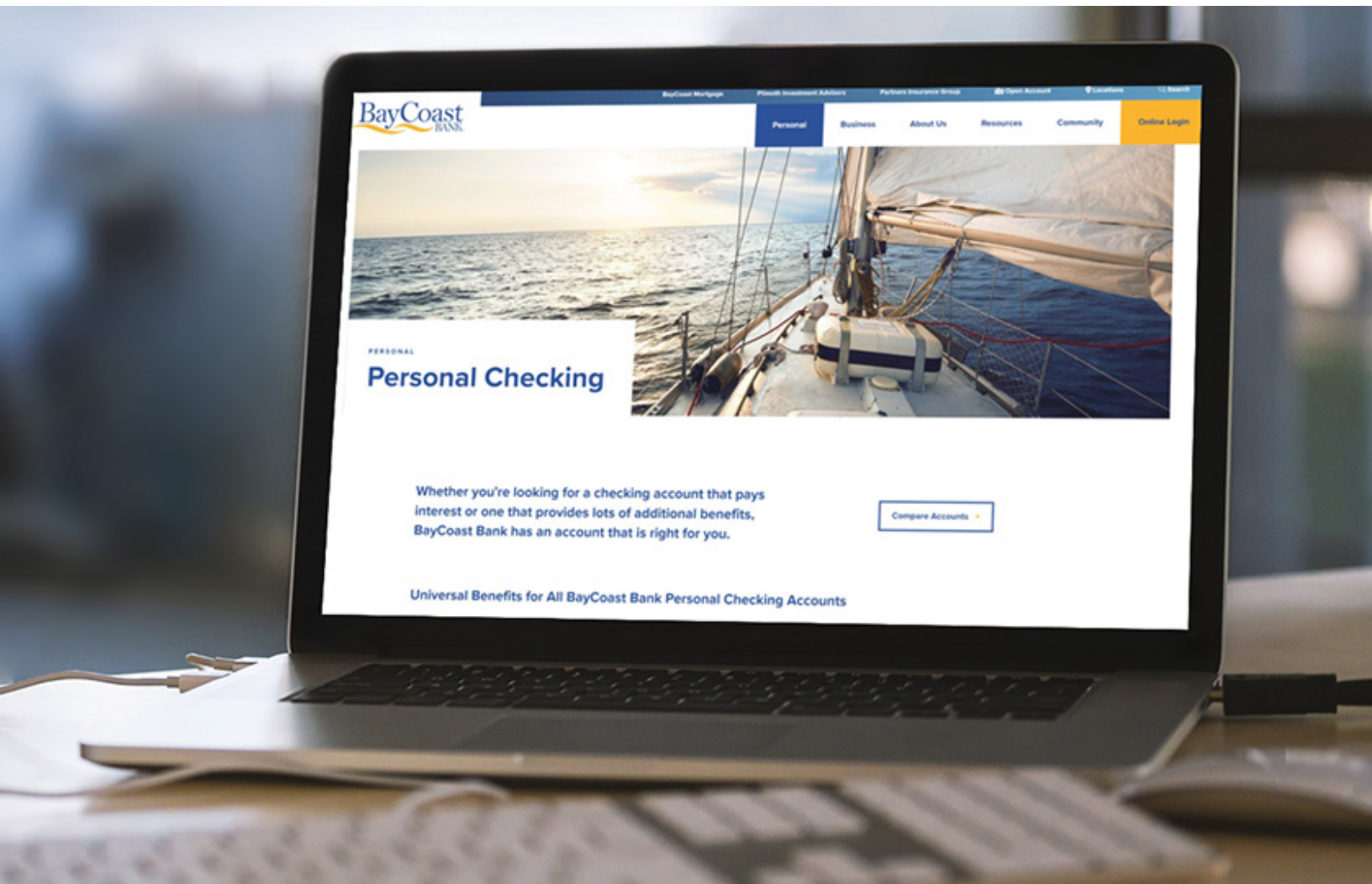
- **Design Collaboration:** Directed the website's overall design, collaborating with the agency to achieve the desired look and feel of the website.
- **Seamless Website Launch:** Collaboratively launched multi-brand website seamlessly, ensuring a smooth and successful roll out.
- **SEO Content Creation:** Wrote, proofread, and edited SEO content and articles to enhance website traffic and improve search engine visibility.

## TOOLS

- WordPress
- Microsoft Office Suite

## SKILLS

- Website Design
- SEO Copywriting
- Data Analysis and Optimization
- Collaboration and Communication



# “Get On the Bus” Experiential Campaign

This experiential campaign prioritized educational attainment in the South Coast region by supporting educational initiatives and local schools. In collaboration with external agencies, the campaign effectively engaged the target audience through experiential marketing, social media, YouTube videos, and TV ads, leading to positive feedback from the community and gaining national recognition with the 2018 ICBA National Community Bank Service Award.

## GOALS

- Promote educational attainment within the Massachusetts and Rhode Island South Coast region by championing education initiatives and supporting local schools.
- Generate meaningful interactions with a diverse audience through various experiential marketing events hosted across the region.
- Amplify the campaign’s impact through multifaceted engagement strategies involving experiential marketing, social media interactions, YouTube videos, and TV ads.

## RESULTS

- Engaged with over 50K community members across more than 50 regional events through the Get On the Bus campaign.
- The social media campaign reached over 18K people, with 5K unique views and 1,596 minutes viewed, resulting in 97 engagements, indicating effective audience reach and engagement.
- Achieved a net reach of 327K, reaching 66K households, effectively promoting education attainment to a significant TV audience.

## TOOLS

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- YouTube/Social Media
- WordPress
- Meltwater/Sprout Social
- Microsoft Office Suite

## SKILLS

- Event Planning and Coordination
- Collaboration
- Marketing Strategy
- Graphic Design



## SCOPE

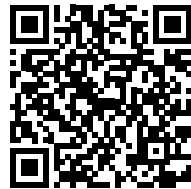
- **Eye-catching Blue Bus:** Collaborated with an external agency to design a unique bus as a mobile, interactive platform serving as the centerpiece of the Get On the Bus campaign, engaging the community and promoting educational initiatives.
- **YouTube Videos:** Supported on-site interviews, producing a series of inspiring YouTube videos showcasing local success stories to motivate students and parents, facilitated by professional videographers.
- **Billboards:** Utilized strategically placed billboards along prominent commuter routes to amplify the “Get On the Bus” campaign’s educational support and community involvement message, extending its reach and resonance.



LET'S CONNECT!

# Get In Touch

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