

# 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**.