

Caroline Moore

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Digital Marketing & Communications Expert

With over a decade of experience in digital marketing and communications, my mission is to meet strategic objectives by creating and serving meaningful customer experiences. Translating high-level concepts into simple and understandable language has been a key to my success in the financial services industry, and I am passionate about creating content that educates, informs, and inspires. Specialties include digital copywriting and editing, content design and marketing, website optimization, search engine marketing (SEM), search engine optimization (SEO), social media management, email marketing, and inbound lead strategy.

Professional Experience

Assistant Vice President of Marketing / Digital Marketing Manager

2015 – Present

Webster First Federal Credit Union, Worcester, MA

Responsible for all aspects of Webster First Federal Credit Union's digital presence. Work closely with the Vice President of Marketing to develop a digital strategy that serves both departmental and company goals. Deploy, monitor, and report results of strategic initiatives. Ensure brand consistency throughout digital collateral.

Highlights:

- Website management: Responsible for all aspects of websterfirst.com, including content strategy and development, writing, editing, and deployment of all website content, user experience (UX) optimization, SEO, website accessibility, development of visual design with our agency partner, and performance tracking.
 - Served as project lead on an award-winning website redesign project resulting in 100% faster load times, 25% increase in leads, 15% more SEO traffic, 200% decrease in update time, and conformity to Web Content Accessibility Guidelines (WCAG) 2.1 AA.
 - Generated 1.85M total pageviews resulting in 10.5K total digital leads for the year 2023.
 - Manage integrations with third-party vendors including Yext, Siteimprove, and Google Tag Manager.
- Email marketing: Responsible for all aspects of email communications, including copywriting, design, and delivery.
 - Wrote, designed, and delivered 52 one-touch emails generating 1.25M unique opens and 53K clicks for the year 2023.
- Digital advertising: Develop, deploy, and maintain digital advertising campaigns on media that includes Google Ads Search, Display, and Video, and within Webster First's online banking platform and mobile app. Measure campaigns via UTMs, site tags, and the Google Analytics platform.
 - Outperformed industry peers with a clickthrough rate 219% higher and conversion rate 51% higher than the average for Google Ads Search product campaigns in the year 2023.
- Supervise and delegate: Train, supervise, and delegate tasks to Marketing Specialist and Marketing Intern. Provide feedback and ensure completion of deliverables.
- Write, edit, and design on demand: Serve in this capacity for collateral including blogs, advertisements, letters, internal communications, and other items as needed.

Online Marketing Specialist

2012 – 2015

Webster First Federal Credit Union, Worcester, MA

Responsible for deployment of Webster First Federal Credit Union's digital marketing strategy, including website management, SEO, email, digital advertising, social media, and online review sites such as Yelp. Worked in collaboration with the Operations and Call Center teams to assist in improving customer experience on online and mobile banking systems.

Highlights:

- Website management: Edited existing content, researched and wrote new content, created and updated website graphics, completed user experience improvements, and performed SEO.
 - Worked with our CMS provider Digital Insight to design and deploy a completely redesigned website in 2014. Year over year comparisons showed a drop in bounce rate of 40% over the older website.
- Email marketing: Managed all email communications, including targeted campaigns, membership-wide blasts, and new member onboarding emails. Responsible for email design, copywriting, and delivery.
- Digital advertising: Managed Google AdWords and Facebook Ads campaigns.
 - Within my first year, I achieved a 16% increase in average monthly click-through rate for Google AdWords and 12% increase in click-through rate for member emails.
- Social media: Managed Webster First's official profiles on all social networking platforms, including Facebook, Twitter, YouTube, and LinkedIn. Ensured content was posted on a consistent basis and comments were quickly responded to. Conceptualized, filmed, and produced all YouTube videos.
 - Increased official Facebook profile "likes" by 300% within my first three years.
 - Created engagement and community buzz by developing interactive contests including a "Wicked Awesome Summer" photo contest, "Boo-tiful Costume" photo contest, and "Holiday Giveaway Sleigh" contest.
- Member newsletters: Served as writer and editor for monthly member newsletters distributed via print (in branch) and digital (email & website) channels.
- Time management: Developed personal workflows to balance a large volume of tasks and projects.

Certifications

Google Ads Search Certification
Google Ads Display Certification
Google Ads AI-Powered Performance Certification

Education

BS, Marketing, University of Massachusetts Dartmouth, 2009
GPA 3.998/4.0
Beta Gamma Sigma National Honor Society in Business
Golden Key International Honor Society
Students in Free Enterprise (SIFE)