

Maria Pietropola

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UX DESIGN LEADER & CONTENT DESIGN EXPERT

Influential, senior UX content design leader with 10+ years of experience managing content strategy and scaling diverse, high-performing teams delivering end-to-end multi-channel products.

PROFESSIONAL EXPERIENCE

Content Design Manager Sr, VP · PNC Bank · Pittsburgh, PA · March 2022 – Current

Content Design Manager · PNC Bank · Pittsburgh, PA · Oct 2021 – March 2022

Scaled content design team from 5 to 14 content designers across online banking and mobile app. Partner with CEO and C-suite leaders to drive strategic product initiatives across servicing and payments experiences. Collaborate with UX, product, legal, research, accessibility, localization, and engineering/tech teams to launch full-scale product rollouts.

- Support redesign and enhancements of online banking and mobile app to improve usability and meet benchmarks
- Evolve content design standards in partnership with larger design systems teams to address new product needs
- Implemented new email templates to align with new brand and research to unify strategy across products
- Persuaded exec team to eliminate scrolling T&Cs across experience based on UX drop off data
- Lead end-to-end development of content strategy from discovery to CMS mapping

Strategic Marketing Manager · Carney Digital Agency · Pittsburgh, PA · Jan 2020 – Oct 2021

Led client strategy and end-to-end web projects across education, CPG, B2B, and non-profit sectors. Primarily coming up with out-of-the-box ideas to create engagement. Also focused on pitching new business relationships.

- Redesigned WYEP (NPR station) website based on optimization research - 2023 Best Website (PGH Magazine)
- Helped clients like XQ Institute and Zizo Technologies improve overall digital content strategy to drive adoption
- Interviewed experts and redesigned Seegrid's website to speak to technical audiences and drive sales
- Grew agency e-newsletter open rates from 10% to 22% by creating more engaging content strategy and layout

Content Strategist · Pipitone Group · Pittsburgh, PA · July 2018 – January 2020

Oversaw multiple client strategies and developed user-friendly content for a variety of channels and KPIs.

- Primary content strategist across Presbyterian Senior Care (PSC) website and digital publications
- Wrote monthly newsletters for PSC focused on senior care health and health education
- Generated award-winning and nationally recognized marketing campaigns for PSC
- Developed white papers on architectural buildings by researching building code, requirements, and specifications

Styling Team Lead · Stitch Fix · Remote Role · July 2016 – February 2018

Led a remote team of 45 direct reports. Developed engaging content to keep a remote team engaged and excited.

- Trained, coached, and developed a team of high-performing Stylists
- Promoted partnership and brought Stitch Fix culture to life in a remote workforce

Marketing and PR Coordinator · Dona Jo Fitwear · Pittsburgh, PA · Oct 2014 – July 2016

Launched initial digital content strategy for the Brazilian women's activewear brand. Scaled team to have design and content guidelines and standards and brought more consistency to the brand.

- Increased Instagram following by 30,000 and online conversion rate by 3%
- Planned and executed engaging in-person events that increased sales by 25%

OTHER ROLES

Digital Marketing Coordinator · rue21 · Sept 2013 – Oct 2014

Marketing Assistant · rue21 · Feb 2012 – Sept 2013

EDUCATION

University of Pittsburgh · Pittsburgh, PA · May 2011

Bachelor of Arts in Communications (Media Studies) · Minor in Journalism · GPA: 3.7