



Case Study: Peak Financial Wellness

**Role: Vice President, Content Marketing & Analytics
Manager — First Bank**

Abstract

To support growth for First Bank's Business Elite checking account, I led the development of a fully integrated marketing campaign across 113 branches, the corporate website, display ads, email, and social media.

The project came together under a tight timeline and unexpected constraints, requiring our team to quickly create campaign creative, messaging, and channel execution entirely in-house. My role was to guide strategy, coordinate delivery across channels, and ensure the campaign launched on time with measurable results.

Outcome: The campaign drove a significant increase in engagement and lead generation, including a 700% lift in landing page conversions.

The Task

Ideate and implement an omni-channel marketing campaign across 113 bank branches, corporate website, email marketing, and social media platforms. Orchestrate campaign implementation across all marketing channels.

The Challenge

Unforeseen circumstances forced this project to be completed in-house and under an expedited timeline. I was tasked with leading an in-house design and content team to create and ship collateral from scratch to live in about 4 weeks.

The Goal

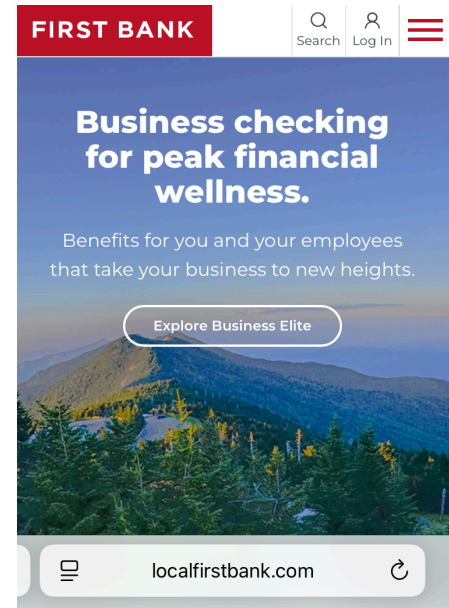
Increase awareness, website traffic, and lead generation for the Business Elite checking account.

Results

- Print collateral shipped to 113 branches on time
- 62% increase in QR code scans compared to the previous campaign
- 10% increase in landing page traffic compared to the previous Business Elite campaign
- 700% increase in Business Elite landing page lead generation

My Approach

- Imagery - The start of this campaign aligned with the one year anniversary of the destruction caused by Hurricane Helene. As a nod to



the strength and resilience of our neighbors and associates in western North and South Carolina, we chose imagery of Mount Mitchell, the highest peak in Eastern North America, located in Burnsville, North Carolina.

- Messaging - Business Elite is a business checking account that includes access to additional wellness benefits like telehealth, fraud protection, legal services. We crafted benefit-driven messaging to compliment mountainous visuals of Mount Mitchell like; *Business checking for peak financial wellness, Take your business to new heights*

Execution

Using stock visuals of Mount Mitchell, my team quickly developed print collateral that tied our messaging to the benefits of the Business Elite account. In parallel, we applied campaign imagery and messaging to the hero sections of the First Bank website homepage and Business Elite landing pages.

