

DEVON COSTANTINE

devoncostantine.com

☎ 407-782-6459
✉ devoncostantine@gmail.com
🌐 linkedin.com/in/devoncostantine
📍 Denver, Colorado

Product-led content & web strategy leader with **10+ years** building global web platforms. Creative approach and proven track record translating content systems into measurable conversion growth across fintech and international markets.

[View portfolio](#)

EDUCATION

Bachelor of Arts in Creative Writing

Florida State University, 2015

Minor in Psychology

SKILLS

Content strategy & operations, Web design, SEO & organic growth, CMS architecture, Product messaging & web GTM, Conversion rate optimization (CRO), Global localization, A/B testing, Team leadership, Agile & scrum, Project management, AI “vibe” coding

TOOLS

Figma, Jira, Claude Code, Cursor, Wordpress, Storyblok, Prismic, HTML, CSS, Google Analytics (GA4), Amplitude, Looker Studio, Optimizely, Ahrefs, Semrush, Monday, Coda, Branch, Meta Ads Manager, Google Ads, Adobe Illustrator, InDesign, Photoshop, Lightroom

CASE STUDIES & WRITING

Creative Travel Couples – [View](#)

Built/grew travel community to 1M+ followers, 28M+ monthly impressions; acquired in 2020.

Xe Currency Data API – [View](#)

Worked with product to create message that increased conversions over 220%.

Creative Writing – [View](#)

Literati Creative Writing Award & Fiction Runner-Up in the Kudzu Review

ABOUT ME

I’ve traveled to 25+ countries, read over 100 books a year, and recently finished writing my first novel manuscript.

WORK EXPERIENCE

Senior Digital Marketing Manager, Global

Ria Money Transfer (Euronet) | B2C/B2B Fintech | Dec 2021 - Present

Promoted from Content Marketing Manager

- Lead digital strategy for Ria’s web platform across **100+ markets**, increasing organic traffic by **30% YoY** and organic revenue by **35% YoY (+\$3M)**.
- Manage the global content team and drive adoption of AI workflows across **2.5k** landing pages, leading to a **3x** increase in high-quality content production velocity.
- Develop and execute public website roadmap with product/tech teams, including strategic redesign of global navigation, CMS architecture, UX, and localization.

Content Marketing Manager, Global

Promoted from Content Strategist

- Led global web content strategy and execution, driving a **53% YoY** increase in organic traffic and **106% YoY** growth in registrations across acquisition funnels.
- Built and scaled content operations across in-house and agency teams, including editorial workflows, KPIs, & executive reporting to support international expansion.
- Developed and executed GTM messaging for **50+** product, feature, and market launches across NA, LATAM, and EMEA, including B2B microsites.

Content Strategist, Consumer Web

- Managed full site redesign and migration of **1.2k** webpages from Gatsby to Next.js, doubling first-time organic conversions on high-intent send money pages.
- Led API product positioning initiatives with product, driving a **220%** increase in qualified conversions on Xe.com, a high-traffic global currency and finance site.

Co-Founder, Content Lead

Sky Compass Media | Marketing agency | Jan 2017 - Nov 2021

- Led a 5-person team delivering content strategy, branding, and web platforms for **25+** businesses, supporting acquisition of **250k+** new customers annually.
- Owned end-to-end content and web strategy, including audits, design, and execution across **20+** custom websites, reaching **10M+** unique visitors.

Business Communications Specialist

Mid-Continent Public Library | Public sector | Dec 2015 - Jan 2017

- Managed program social media channels and digital campaigns, producing content across web, social, email, press, print, and local publications.
- Planned and executed marketing strategy for the “Food Truck Face Off” event series that went viral locally and increased event turnout by thousands.