

DEVON COSTANTINE

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Content & web strategy leader with **10+ years experience** building global platforms at the intersection of content, product, and technology. Proven track record driving conversion and revenue growth across fintech and international markets.

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 build AI-powered content workflows across **2,500+** webpages, achieving a **3x** increase in content production velocity.
- Lead the public website roadmap in partnership with product and engineering, driving a full platform transformation including content architecture redesign, global navigation, and UX overhaul across **30+** languages.
- Driving a global migration to Storyblok CMS, redesigning content architecture from a one-to-one to a programmatic one-to-many model.

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 content operations from the ground up, including editorial workflows, team structure, KPIs, and executive reporting, scaling in-house and agency teams.
- Developed and executed GTM messaging for **50+** product, feature, and market launches across NA, LATAM, and EMEA, including B2B microsites.

Content Strategist, Consumer Web

- Led full site redesign and migration of **1,200** pages from Gatsby to Next.js, doubling first-time organic conversions on high-intent acquisition pages and establishing the content architecture foundation for future scale.
- 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.

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-assisted development

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

CMS Migration & Content Architecture – [View](#)

Migrating 2,500+ pages to Storyblok, redesigning content architecture for global scale.

Acquisition Page Redesign – [View](#)

Redesigned high-intent send money acquisition pages, doubling conversion rate.

Creative Travel Couples – [View](#)

Built/grew travel community to 1M+ followers, 28M+ monthly impressions; acquired in 2021.

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.