

DEVON COSTANTINE

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Content & editorial leader with **10+ years experience** building digital platforms at the intersection of content and technology. Proven track record of writing high-visibility content while driving conversions and revenue across fintech and global markets.

WORK EXPERIENCE

Senior Digital Marketing Manager, Global Content

Ria Money Transfer (Euronet) | B2C/B2B Fintech | Dec 2021 - Present
Promoted from Content Marketing Manager

- Lead content 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 the public website, achieving a **3x** increase in content production velocity.
- Set editorial strategy, calendar and brand voice across 30+ languages, generating content ideas and writing blog features, landing pages, and long-form guides.
- Re-architect content for organic search and AI visibility (SEO/AEO), migrating **3,000+** pages to a programmatic Storyblok CMS structure that scales globally.
- Build content plans supporting 50+ growth marketing campaigns yearly.

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 and brand voice from the ground up, including editorial workflows, team structure, and KPIs, scaling in-house and agency teams.
- Wrote and launched 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.
- Partnered with product on API positioning and wrote for Xe.com, a high-traffic global currency and finance site, driving a **220%** increase in qualified conversions.

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 writing 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, Content marketing, Social media marketing, Brand storytelling, SEO, AEO & organic growth, Product messaging & web GTM, Blogging & editorial strategy, CRO, Team leadership, Project management, AI workflows

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.

Thought Leadership Feature – [View](#)

Wrote a feature story on 200 million senders powering the world's remittance economy.

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.