the first

being a
Marketing
front end dev
at Financeit

own the aesthetic, functionality

and developement of Financeit's B2B and B2C websites

Most B2B/B2C websites make a greater use of graphics and keep content to minimum.

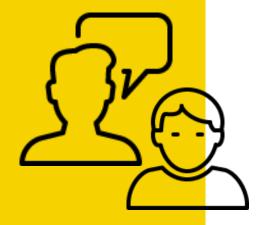
A balanced use of **white space**, **textural content** and **graphics** will create a better usability experience. There is no one formula.

Depending on the type of business the ratio changes.

Aesthetics, functionality and following a clear pathway to point of sale, play an important roles in offering a better access to prices, rates and other decision-making details that increase the conversion rate.

work collaboratively with the team

of graphic designers, copywriters and marketing campaign leads to bring marketing briefs to life



As a web developer/graphic designer/SEO marketer I have worked with copy writers many times in my career.

By having that experience, I know fully how important it is to effectively and clearly communicate your ideas and thought processwith each team member while keeping customer's need front and centre.

3

Lead the charge

and act as Financeit's expert on digital, website and front end best practices and standards





Design and optimize

high-standard campaign landing pages and email templates.

a few optimization strategies

DEFINE YOUR GOAL BE AWARE
OF THE
COMPETITION

KNOW YOUR AUDIENCE

CONTENT IS KIND

SITE NAVIGATION

Before designing a landing page or an email template, I need to ask what is the goal?

- to purchase,
- to register using a form
- to download and eBook or white paper.

The second thing I would do is to look at my competitor and what they are doing that is working for them, I would do the same thing.

Knowing the audience and how they landed, what message, channel or ad lead them here.

It is important to know when optimizing the page to serve them better. The content should be rich, relevant and useful. **Good content inspires trust** and trust is needed when converting.

navigation should be designed in a way that funnels the visitor through a certain pathway to conversion.

So we should avoid exits from the site or keep them to minimal

undersrand digital marketing and SEO

Bring your strong understanding to all of your projects



To provide quality experience one needs to get inside the user's head space and understand their needs and desires.

For instance driving conversion with targeted message is one way to meet their specific need. That way of thinking should be implemented when we are providing a service to our customers using CMS techniques.



Provide recommendations for user testing (A/B testing, etc)

