

Sarah dePalo

Sr. Web Developer | Raleigh, NC | 301-520-5497

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Driven marketer and web developer focused on designing strategic, data-informed digital experiences. Leverages technical and marketing expertise to design personalized journeys that engage users and drive results.

Professional Work Experience

Coastal Credit Union | Sr. Web Developer | Raleigh, NC

August 2023 - Current

- Lead marketing automation and lifecycle strategy initiatives, combining technical expertise with cross-channel campaign planning to drive personalized member engagement.
- Manage Braze, Coastal's customer engagement platform, building personalized, multi-step email journeys and optimizing campaigns through A/B testing and engagement analysis. Leverage Liquid logic, custom attributes, and segmentation to optimize personalized member communications.
- Collaborate with IT to architect data integrations that strengthen Braze's role as a centralized CRM platform, enabling real-time personalization and multi-channel campaign orchestration.
- Develop and implement strategies for multi-channel member communications including email, SMS, push, and in-app, ensuring cohesive, personalized journeys that reach members on their preferred channels.
- Led a six-month collaborative data integration project connecting core banking system data into Braze via Snowflake, enabling automated, personalized campaigns and laying the foundation for 1:1 marketing.
- Created and led a cross-departmental task force to redesign the member onboarding journey, launching a 30-day personalized experience aligned with lifecycle marketing goals.
- Presented a winning internal proposal on AI governance, leading to the formation of Coastal's AI committee and the creation of internal AI policy

Coastal Credit Union | Web Developer | Raleigh, NC

January 2022 - August 2023

- Managed intranet and website updates using HTML, CSS, and JavaScript, ensuring content relevance, optimal functionality, and a seamless member experience.
- Integrated marketing campaigns across digital channels, reinforcing brand consistency and supporting overall engagement.
- Led integration of Yext AI search using Handlebar.js, maintaining the knowledge graph to improve search relevance.
- Coded all email campaigns in collaboration with designers and marketers, ensuring accessible, visually consistent communications.

Simple.biz | Website Developer | Raleigh, NC

May 2020 - May 2021

- Created engaging websites using Duda, Wix, and Shopify with attention to typography, layout, and accessibility. Enhanced clients' online presence by designing logos, writing content, and improving SEO performance.

Education

DigitalCrafts | Certificate in Software Engineering | Remote

August 2021

- Completed an intensive full-stack bootcamp covering development principles, server-side programming, and front-end frameworks. Gained experience with JavaScript, React, Node.js, and SQL through building full-stack web applications.

Metropolitan State University of Denver | B.A. Elementary Education | Denver, CO

August 2019