

CRISTINA (TINA) DIVITA

Marketing Account Manager | Client Strategy • Patient Acquisition • Marketing Automation

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79% lead-to-patient conversion | 2x lead volume in one month | 50.35% email open rate | 46% MoM website growth

PROFESSIONAL SUMMARY

Marketing account manager and strategist with 25+ years of experience across healthcare, real estate, and small business. Takes scattered marketing and turns it into systems that bring in leads, convert them, and keep clients happy, with the design skills to build the landing page or campaign asset directly when the timeline is tight. Currently managing a portfolio of healthcare and aesthetics practices, where recent work doubled lead volume while holding a 79% lead-to-patient conversion rate.

PROFESSIONAL EXPERIENCE

Medical Marketing Whiz | Contract Account Manager

January 2026 – Present

Remote

Manage full-service marketing programs for private practice healthcare and aesthetics clients, from onboarding through launch and ongoing growth.

- Built and launched a GoHighLevel patient pipeline and six-workflow pre-consult automation that doubled lead volume from 19 to 38 in its second month while holding a 79% lead-to-patient conversion rate.
- Serve as primary point of contact for a portfolio of practices, including Candela device clients and 3-month retainer programs, coordinating website, SEO, ads, design, and automation specialists so nothing falls between the handoffs.
- Grew client website sessions 46% month over month and expanded ranking keywords from 53 to 70 through local SEO, Google Business Profile optimization, and citation building, while holding the brand term at position 1.
- Drove a 50.35% newsletter open rate.
- Develop account-level marketing strategies tied to client revenue goals, including device relaunch plans that build patient proof before paid acquisition spend.
- Generated 70% of a client's Google reviews through reputation campaigns, and developed review benchmarks and send-time testing frameworks adopted by agency leadership.
- Removed all FDA-flagged product references from a live client website and set standing compliance rules for outcome claims, provider titles, and regulated content.
- Earned 14 five-star Google reviews for the agency, 10 citing me by name for responsiveness, strategic guidance, and business launch support.

Zylo | Contract Designer

August 2026 – Present

Remote

Produce design assets for Zylo, an Indianapolis-based SaaS management platform serving enterprise IT, FinOps, and Procurement teams, including data sheets, case studies, and webinar materials.

DiVita Creative | Owner, Designer & Brand Strategist

May 2021 – Present

Rochester, NY

Boutique brand and marketing systems studio serving established coaches, consultants, and service professionals.

- Built a 100% five-star client review record across 30+ projects through clear communication, strategy-first work, and reliable delivery.
- Turned project work into ongoing retainer relationships for website maintenance, newsletter support, and brand management.
- Designed and launched websites, brand identities, and email systems for clients across the US and internationally.

RE/MAX Realty Group | Graphic Designer / Senior Marketing Specialist

April 2011 – December 2025

Rochester, NY

Led creative strategy, branding, and marketing for a brokerage of 100+ agents supporting \$500M+ in annual sales.

- Led company marketing for Rochester's Choice Awards, winning Best Real Estate Company in 2023 and 2024.

- Partnered with leadership on marketing strategy, agent visibility, recruiting, and long-term growth initiatives.
- Built and maintained CRM templates and marketing systems that streamlined workflows for 100+ agents.
- Kept company branding consistent across print, web, and internal platforms supporting 1,800+ annual transactions.

EARLIER EXPERIENCE

Key Account Manager, Pavilion Gift Company: managed \$2M+ in national sales accounts • Inside Sales Coordinator, Firth Rixson Monroe: supported a \$4M client portfolio

SKILLS

Account Management • Client Relationship Management • Client Retention • Marketing Strategy • Campaign Management • Lead Generation & Nurturing • Marketing Automation • Conversion Optimization • Local SEO • Google Business Profile • AEO & AI Search Visibility • Email & SMS Marketing • Content Marketing • Healthcare Marketing Compliance • Performance Reporting & Analytics • Cross-Functional Project Coordination • Brand & Graphic Design

TOOLS

CRM & Automation: GoHighLevel, HubSpot, Systeme.io

Email: Mailchimp, MailerLite, Constant Contact

Web & SEO: WordPress with Elementor, Google Business Profile, Google Analytics, Google Search Console, Advice Local

Design: Adobe Creative Suite, Figma, Canva

Project Management: ClickUp, Slack, Google Workspace, Microsoft Office

AI & Other: Claude, ChatGPT, SocialPilot, Eventbrite, EIN Presswire

CERTIFICATIONS & EDUCATION

AI-Aided Graphic Design • Canva Platform Certifications • Systeme.io Power User
Bryant & Stratton College | AAS, Graphic Design