CRISTINA (TINA) DIVITA

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

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

ACCOUNT & STRATEGY

Account management, client relationship management, client retention, marketing strategy, campaign management, cross-functional project coordination

GROWTH

Lead generation and nurturing, conversion optimization, local SEO, Google Business Profile, AEO and AI search visibility, email and SMS marketing, content marketing

SYSTEMS & COMPLIANCE

Marketing automation, performance reporting and analytics, healthcare marketing compliance, brand and graphic design

TOOLS

CRM & Automation:
GoHighLevel, HubSpot, Systeme.io

Email:
Mailchimp, MailerLite, Constant Contact

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

Design:
Adobe Creative Suite, Figma, Canva

Project:
ClickUp, Slack, Google Workspace, Microsoft Office

AI:
Claude, ChatGPT, Rank Score

CERTIFICATIONS & EDUCATION

AI-Aided Graphic Design

Canva Platform Certifications

Systeme.io Power User

AAS, Graphic Design, Bryant & Stratton College

SELECTED ACCOMPLISHMENTS

- Doubled lead volume in month two, from 19 to 38, with a GoHighLevel patient pipeline and six-workflow pre-consult automation I built, holding a 79% lead-to-patient conversion rate.
- Serve as primary point of contact for a portfolio of healthcare and aesthetics 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 a client website's sessions 46% month over month and its 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, roughly double the healthcare norm.
- Generated 70% of one client's Google reviews through reputation campaigns, and developed the review benchmarks and send-time testing frameworks adopted by agency leadership.
- Earned 15 five-star Google reviews for the agency, 10 citing me by name for responsiveness, strategic guidance, and business launch support.
- Removed all FDA-flagged product references from a live client website and set standing compliance rules for outcome claims, provider titles, and regulated content.
- Build account-level marketing strategies tied to client revenue goals, including device relaunch plans that build patient proof before paid acquisition spend.
- Run DiVita Creative, my own brand and marketing studio, since 2021: 30+ projects with a 100% five-star review record, with project work converted into ongoing retainer relationships.
- Led marketing at a 100+ agent brokerage closing $500M+ a year, including Rochester's Choice Best Real Estate Company wins in 2023 and 2024.

EXPERIENCE

Contract Account Manager, Medical Marketing Whiz (Remote)
Jan 2026 – Present
Full-service marketing programs for private practice healthcare and aesthetics clients, from onboarding through launch and ongoing growth.

Contract Designer, Zylo (Remote)
Aug 2026 – Present
Design production for an enterprise SaaS platform: data sheets, case studies, and webinar materials.

Owner, Designer & Brand Strategist, DiVita Creative (Rochester, NY)
May 2021 – Present
Brand and marketing systems studio for established coaches, consultants, and service professionals.

Graphic Designer / Senior Marketing Specialist, RE/MAX Realty Group (Rochester, NY)
Apr 2011 – Dec 2025
Creative strategy, branding, and marketing for a brokerage of 100+ agents supporting $500M+ in annual sales.

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