

Sarah dePalo

Sr. Web Developer | Marketing Automation & Lifecycle Strategy | Raleigh, NC

sarahdepalo.com • [linkedin.com/in/sarahdepalo](https://www.linkedin.com/in/sarahdepalo)

CRM & Lifecycle Marketing Strategist who owns and scales marketing automation platforms within regulated financial services environments. Leads data integrations, CRM architecture, and cross-channel lifecycle programs that increase product adoption and accelerate member activation. Combines technical execution with strategic lifecycle planning to deliver measurable growth.

Professional Work Experience

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

August 2023 - Current

- Led cross-departmental redesign of the member onboarding journey, expanding from 1 to 15+ automated touchpoints; reduced time from account opening to digital service adoption by 17%, increased direct deposit enrollment by 7.7%, and improved e-statement adoption by 6.4%.
- Own and administer Braze as Coastal's customer engagement platform, managing data structure, segmentation strategy, campaign architecture, and multi-step lifecycle canvases across email and in-app messages.
- Manage vendor relationship with Braze and define the marketing automation roadmap, including expansion into new channels such as push notifications and SMS.
- Led integration of core banking system data into Braze via Snowflake, enabling access to 100+ member attributes and behavioral events to support automated, trigger-based campaigns.
- Build and optimize personalized journeys using dynamic content, conditional logic, audience segmentation, and A/B testing to improve engagement and product adoption.
- Partner with IT to define event tracking, data schemas, and API workflows that support real-time messaging and performance reporting.
- Presented and championed an AI governance proposal adopted at the enterprise level, resulting in formation of Coastal's AI committee and internal policy framework.

Coastal Credit Union | Web Developer | Raleigh, NC

January 2022 - August 2023

- Developed and optimized public website and intranet using HTML, CSS, and JavaScript, enhancing digital user experience and supporting marketing initiatives.
- Built landing pages and implemented front-end campaign assets supporting digital marketing initiatives.
- Integrated Yext AI Search using Handlebars.js and managed structured knowledge graph data to improve content discoverability and internal efficiency.
- Built and deployed accessible, responsive email templates aligned with brand standards and campaign objectives.

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 front-end and back-end development, database management, and application architecture. Gained hands-on experience with JavaScript, React, Node.js, and SQL through building full-stack projects.

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