

## HOLLY CHECCHIA

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### SENIOR DIGITAL PRODUCT OWNER | DIGITAL CREATIVE DIRECTOR | COMMUNICATIONS EXPERT

*Experienced Senior Digital Product Owner with over 24 years of expertise in leading cross-functional teams to deliver innovative digital products. Proven track record of driving product strategy, enhancing user experiences, and achieving business objectives through agile methodologies and data-driven decision-making. Extensive experience envisioning, creating, and launching powerful programs for clients ranging from global leaders to small start-ups. Passionate, personable and creative, with a talent for building long-term, profitable relationships with clients and internal teams. Skilled in fostering collaboration and delivering results in dynamic environments.*

### ACCOMPLISHMENTS

- Transitioned project management technology, resulting in a yearly cost reduction of \$30K
- Developed and managed email campaigns that achieved results twice the industry standard
- Increased LinkedIn activity and performance by 15.5%
- Designed and developed an e-health interactive learning platform, overseeing design, UX, content, behavior change methodology, and engagement capabilities from start to finish
- Let the major redesign of the company's flagship public website, significantly enhancing user satisfaction scores
- Introduced agile best practices across multiple teams, boosting efficiency, collaborations, and achieving consistent on-time product releases

### AREAS OF EXPERTISE

Agile Methodologies | Product Ownership | Brand Strategy and Identity | Product Development | Communication | Social Media Marketing | Email Marketing Campaigns | B2B & B2C | Mobile & Web Design | UX Design | Data Analytics | Cross-Functional Team Leadership | Collaboration | Budget Management | Adobe Creative Suite

### WORK EXPERIENCE

**Aetna, CVS Health**, Hartford, CT

**July 2014 – Present**

Senior Manager, Digital Operations, Content Management

April 2023 – Present

- Lead cross-functional teams to deliver innovative digital products, including the redesign of AetnaInternational.com
- Driving product strategy, enhance user experience and achieve business objectives through agile methodologies and data-driven decision making
- Define and communicate a clear product vision and strategy aligned with business goals, translating strategic objectives into actionable product roadmaps and backlogs
- Collaborate with stakeholders including executives, marketing, business SMEs and Web Ops, to gather requirements, prioritize features and ensure alignment on product goals
- Lead agile product development processes, including sprint planning, backlog grooming, and daily stand-ups. Ensure timely delivery of high-quality digital products by facilitating effective communication and collaboration
- Conduct user research, usability testing, and gather feedback to inform product decisions and enhance user experiences
- Utilize analytics tools and user feedback to track performance, identify trends, and make informed decisions. Develop and monitor KPIs to measure success and future iterations.
- Conduct competitive analysis and market research to identify opportunities and risks, using insights to adapt product strategy and maintain a competitive edge
- Oversee the entire product lifecycle, from ideation to launch and post-launch optimization

**Aetna, CVS Health, Hartford, CT**  
Senior Manager, Business Communications

**July 2014 – Present**  
June 2019 – April 2023

- Manage marketing communication initiatives and product strategy and development for the government segment within Aetna International to meet business objectives while maintaining brand vision and guidelines.
- Inspire as well as manage the creative team consisting of designers and strategic content writers.
- Liaison between product and creative to maintain deadlines, communication, and advance business priorities.
- Assign creative briefs to designers and copywriters, ensuring direction and focus before initiating.
- Establish, timelines, delegate duties, and follow-up with all parties regarding project delivery.
- Safeguard brand quality by collaborating with legal, accessibility, brand teams, and senior directors.
- Manage process refinement to facilitate workflows and ensure timely, accurate development of creative materials and project management of current projects.
- Manage marketing budgets, external vendors, performance reports and strategic planning.
- Develop analytical surveys, compile data for completed projects, and manage social media platforms.

Creative and Design Manager

February 2018 – June 2019

- Responsible for managing innovative communication strategies/projects for new and existing customer accounts.
- Developed and delivered communication strategies that contributed to the agency's multi-million-dollar revenue goals.
- Led ideation and strategy sessions with clients to develop creative solutions within their budget.
- Prepared and presented recommended communication strategies, proposals, and price estimates for print, digital, web, and multi-media from design through development.
- Worked closely with clients, accounts, and creative to identify criteria to measure project effectiveness.
- Developed project schedule, creative direction, and reviewed/edited copy to align with client's expectations.
- Served as the client point-person for all communication needs resulting in repeat and referral business.
- Coordinated with legal, QCC, senior management, and governance processes to ensure compliance.

Digital Creative Director, UX

July 2014 – February 2018

- Provided end-to-end creative direction, branding leadership, and project management for interactive wellness learning platform and programs at ActiveHealth Management, a subsidiary of Aetna.
- Managed content management system (CMS) ensuring content and design accuracy and consistency on all platforms: mobile app, online wellness group coaching, and health events.

- Performed constant design refinement of all content and new applications for interactive and engagement capabilities. Art direction for wellness solution program materials included flyers, presentations, and email design.
- Contributed to launch of entirely new e-service wellness platform; accomplished in under six months.
- Incorporated hundreds of wellness-focused actives organized into 50+ categories. Support continued to increase engagement while adding new resources and content.
- Expanded role from original mandate encompassing UX for wellness platform to include CMS and mobile app content and design.
- Led UI/UX process through design discovery, information architecture, and wire-framing.
- Oversaw freelance designers from the US and India; they created deliverables meeting client deadlines.

**teamDigital Promotions**, Bethel, CT

April 2014 – July 2014

Senior Art Director

Provided art direction, design, and brand development for some of the world's leading brands; they included MasterCard, xfinity, NBA, Comcast, WB Mason, and Boxtrolls. Conceptualized and executed interactive and digital campaigns from concept to digital platform, campaign decks, and agency pitches.

**eWayDirect**, Southport, CT

February 2010 – January 2014

Interactive Art Director

- Directed and implemented a broad range of revenue-generating design concepts and projects. Led the art direction and execution of creative client needs.
- Oversaw the design and front-end development of creative projects, including HTML email campaigns, banner ads, landing pages, websites, custom branded social medial websites, and companies' micro-sites.
- Worked with a variety of top-tier clients, including Swatch, Tissot, Omega, Alex and Ani, 1-800-PetMeds, Lancôme, and others. Drove 15.5% click-to-open rate (CTO) improvement for Omega.

**Hunter Design Studio**, Newtown, CT

January 2008 – July 2014

Creative Director & Owner

Owned and operated a full-service studio providing a variety of services. Specialized in brand development, graphic design, web design and development, marketing, advertising, and photography services. Collaborated with clients to create vision and conceive designs for over 15 websites and 40 logo designs.

## EDUCATION

**Quinnipiac University**, Hamden, CT

Master of Science, Interactive Media and Communications

**Southern New Hampshire University**, Manchester, NH

Bachelor of Arts, Graphic Design and Media Arts