Debbee Lotito
Lathrup Village, MI | (734) 748-2085 | debbeelotito@gmail.com | debbeelotito.com

Digital Communications & Content Specialist
Digital communications professional with extensive experience creating and managing content across internal communications, websites, intranets, email, social media, digital signage, events, and multimedia. Combines strong writing and editing skills with graphic design, web content management, and hands-on technical expertise to translate complex information into clear, engaging communications. Experienced collaborating across organizations, managing digital projects from concept through execution, and maintaining consistent brand and messaging across channels.

Core Expertise:
Digital & Internal Communications • Content Development & Editing • Web & Intranet Content • Content Management Systems • Email Communications • Social Media • Graphic Design • Digital Signage • Multimedia Content • Digital Project Management • Event Communications • Analytics & Reporting • UX & Content Organization • Brand Consistency

Technology: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Acrobat) • Microsoft 365 • SharePoint • WordPress • Sitecore • HTML/CSS • Google Analytics • SAP • Salesforce

PROFESSIONAL EXPERIENCE

Digital Media Specialist, Corporate Communications
Mercedes-Benz Financial Services (Kyyba) | Farmington Hills, MI | November 2018–Present

- Create and manage digital communications across employee newsletters, mass email, intranet, websites, social media, digital signage, video, presentations, and other corporate channels.
- Write, edit, design, and publish content that supports company initiatives, leadership communications, employee engagement, organizational announcements, and events.
- Manage intranet content and user experience, including page development, content organization, ongoing maintenance, and training for content authors.
- Manage and update external web content, including WordPress-based properties, to support corporate messaging and brand presence.
- Design graphics, infographics, digital signage, presentations, and other visual communications using Adobe Creative Cloud.
- Support video and multimedia production and provide digital and A/V support for company town halls and key internal events.
- Manage digital projects from concept through execution, coordinating content, creative assets, technology, stakeholders, and timelines.
- Create and manage event registration websites, mobile event applications, surveys, and digital audience Q&A experiences.
- Maintain corporate photography, video, and other digital asset archives.
- Support social media content and monitor digital and social performance, collecting and presenting communications metrics.
- Support implementation of digital communication plans aligned with broader organizational and communications strategies.
- Maintain brand, messaging, and visual consistency across online and offline communications.
- Collect, analyze, and report digital communications metrics and performance data across web, social media, email, and internal communication channels to identify trends and provide insights to the Corporate Communications team.

Web Content Specialist
Health Alliance Plan (HAP) | Southfield, MI | July 2018–November 2018

- Created, edited, and published website content using Sitecore CMS.
- Managed digital assets and maintained accurate web content inventories.
- Served as digital project manager for webpage updates, small website deployments, and other digital initiatives.
- Collaborated with internal teams to ensure content met organizational brand, voice, and digital standards.
- Produced reports and supported ongoing website content maintenance and quality assurance.

Web Design Specialist
CDK Global | Detroit, MI | October 2016–July 2018

- Created and maintained digital content for OEM automotive dealership websites through a content management system.
- Designed digital advertisements and other web graphics using Adobe Creative Cloud.
- Completed website content, layout, navigation, customized form, and design updates while adhering to OEM brand standards.
- Managed high-volume client requests within strict production timelines while maintaining accuracy and attention to detail.
- Worked directly with internal teams and client services to troubleshoot issues, identify solutions, and successfully complete digital projects.
- Adopted new web technologies and tools as needed to support evolving client and platform requirements.

Marketing Supervisor
Kistler Instrument | Novi, MI | February 2015–October 2016

- Coordinated marketing communications and operations supporting the company's North American business.
- Created and managed email marketing campaigns and monitored performance analytics.
- Prepared quarterly marketing reports for senior leadership and business unit managers.
- Coordinated annual trade shows, including exhibit logistics, vendors, show services, materials, and supporting communications.
- Assisted with development and production of catalogs, brochures, data sheets, manuals, technical papers, and other marketing collateral.
- Managed marketing literature and promotional inventory and coordinated distribution to sales leads throughout North America.
- Supported purchasing and other cross-functional business operations as needed.

Quality Engineering Administrator
AM General | Livonia, MI | January 2008–February 2015

- Created and maintained SharePoint sites used to centralize proprietary information supporting prototype automotive programs.
- Collected, organized, and maintained confidential technical and quality data for cross-functional teams and management.
- Supported implementation of standardized company processes and CMMI initiatives.
- Prepared presentations, reports, meeting documentation, and other communications for Quality, manufacturing, and executive management.
- Coordinated procurement of inspection services and equipment supporting Quality operations.

- Provided project, meeting, event, and administrative coordination within a deadline-driven automotive engineering environment.

Quality, Safety, Health & Environment (QSHE) Manager
Kuehne + Nagel | Taylor, MI | January 2005–January 2008

- Created and maintained the company's internal intranet website.
- Developed employee communications, documentation, and training materials supporting workplace safety and OSHA compliance.
- Advised managers and employees regarding environmental, health, safety, and workplace compliance requirements.
- Maintained employee documentation and supported general business operations.

Additional Creative Experience
Freelance Graphic & Web Designer
2000–Present

- Create digital and print communications for independent projects and clients, including websites, logos, advertisements, brochures, direct mail, book and album artwork, and social media content.
- Provide graphic design, web design, illustration, photography, photo retouching, and basic video recording and editing.
- Develop and promote original fine art through digital platforms, websites, social media, exhibitions, and other promotional channels.
- Manage creative projects from concept and visual development through production and final delivery.

Education
Associate of Applied Science (AAS), Graphic & Web Design
Schoolcraft College | Livonia, MI