COMMUNICATE.
ENGAGE. CREATE.

DEBBEE LOTITO

INTERNAL COMMUNICATIONS / DIGITAL CONTENT / VISUAL DESIGN

Editorial ownership • Multi-channel publishing • Performance reporting • Creative execution

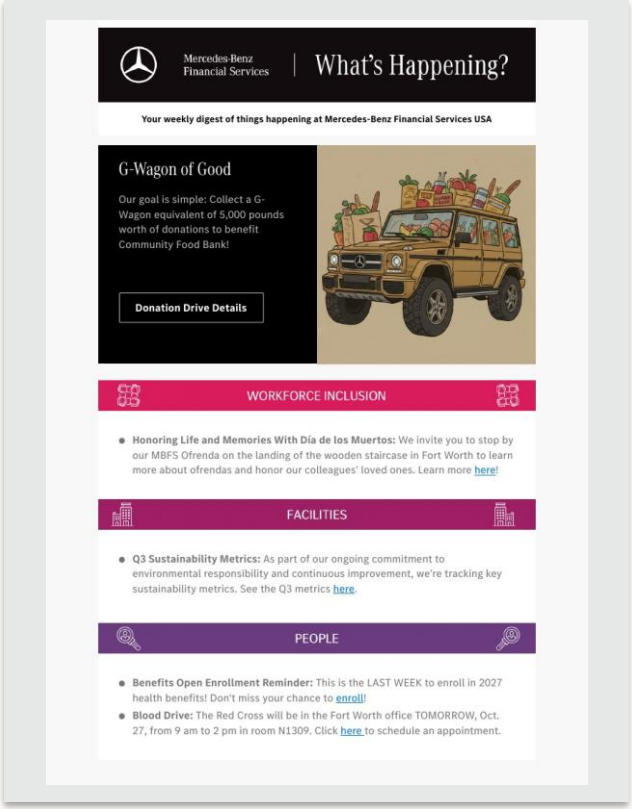
ONE COMMUNICATOR. MANY CHANNELS.

Communications expertise supported by hands-on design and digital production.

01	**EDITORIAL & EMPLOYEE COMMS**	Weekly newsletters, corporate writing, mass emails and stakeholder coordination.
02	**DIGITAL CHANNEL MANAGEMENT**	Jive intranet, signage publishing across Michigan and Texas, and content governance.
03	**ANALYTICS & REPORTING**	Newsletter readership, social media performance and website analytics.
04	**CREATIVE CONTENT**	Campaign graphics, brand identities, web content, event apparel and nonprofit outreach.

THE WEEKLY EMPLOYEE CONNECTION.

What's Happening? | Full-cycle newsletter management


Mercedes-Benz Financial Services | What's Happening?

Your weekly digest of things happening at Mercedes-Benz Financial Services USA

G-Wagon of Good

Our goal is simple: Collect a G-Wagon equivalent of 5,000 pounds worth of donations to benefit Community Food Bank!

Donation Drive Details

WORKFORCE INCLUSION

- **Honoring Life and Memories With Día de los Muertos:** We invite you to stop by our MBFS Ofrenda on the landing of the wooden staircase in Fort Worth to learn more about ofrendas and honor our colleagues' loved ones. Learn more here!

FACILITIES

- **Q3 Sustainability Metrics:** As part of our ongoing commitment to environmental responsibility and continuous improvement, we're tracking key sustainability metrics. See the Q3 metrics here.

PEOPLE

- **Benefits Open Enrollment Reminder:** This is the LAST WEEK to enroll in 2027 health benefits! Don't miss your chance to enroll!
- **Blood Drive:** The Red Cross will be in the Fort Worth office TOMORROW, Oct. 27, from 9 am to 2 pm in room N1309. Click here to schedule an appointment.

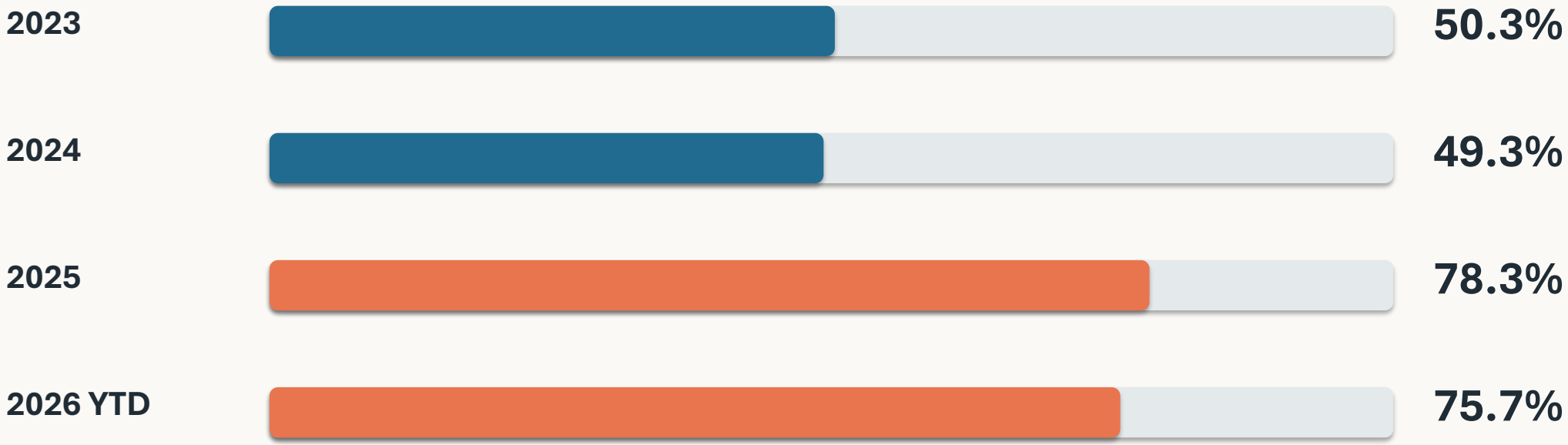
FROM INTAKE TO INSIGHT

Coordinate departmental submissions. Write and edit employee-facing copy. Design within brand standards. Publish and measure readership.

GATHER → WRITE & EDIT → DESIGN → PUBLISH → MEASURE

READERSHIP, MADE VISIBLE.

Weighted newsletter open rates reported across four years.



The newsletter received a visual redesign between 2024 and 2025. The rise in reported open rates coincided with that change; it does not establish causation.

BEYOND THE POST: THE PERFORMANCE STORY.

Facebook / LinkedIn / Instagram | 2024 reporting

+2,145

LinkedIn followers tracked

January–December 2024 | +7.9%

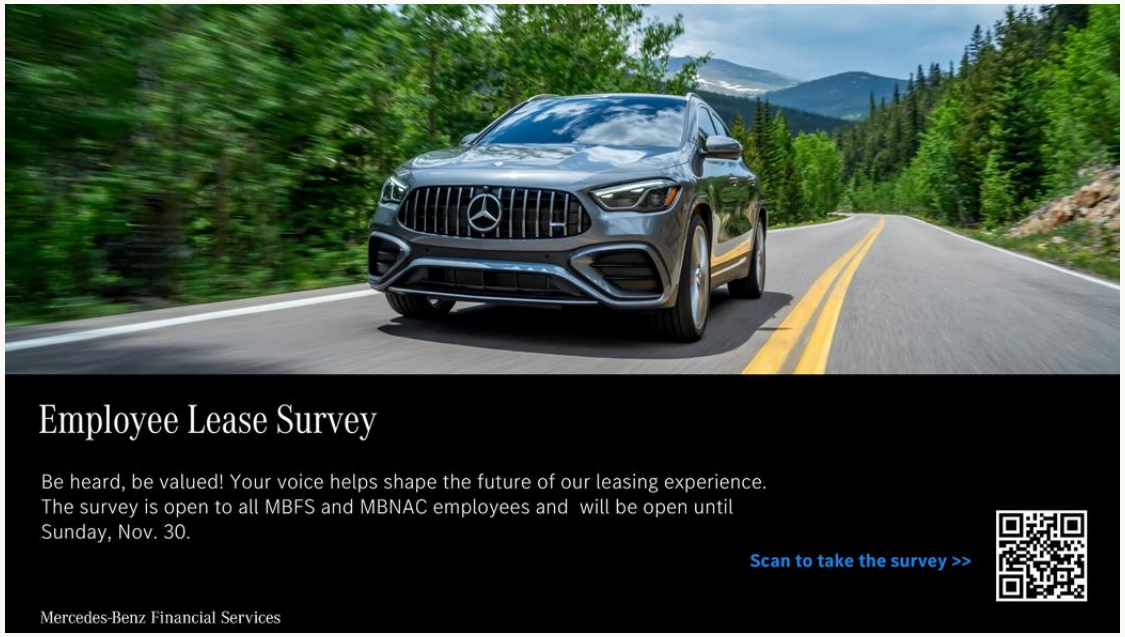
ENGAGEMENT RATE TRACKING

Facebook	**2.5%**
LinkedIn	**1.8%**
Instagram	**15.3%**

Collected and organized performance data, tracked audience and engagement trends, and supported reporting within a globally governed team workflow. Platform formulas may differ.

COMMUNICATIONS BEYOND THE INBOX.

Created, scheduled and published employee-facing content across Michigan and Texas.









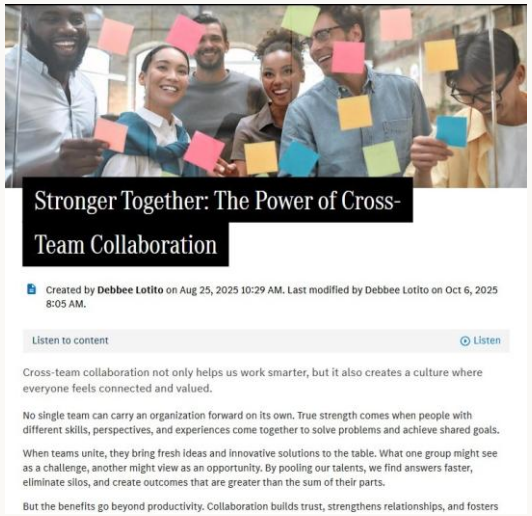


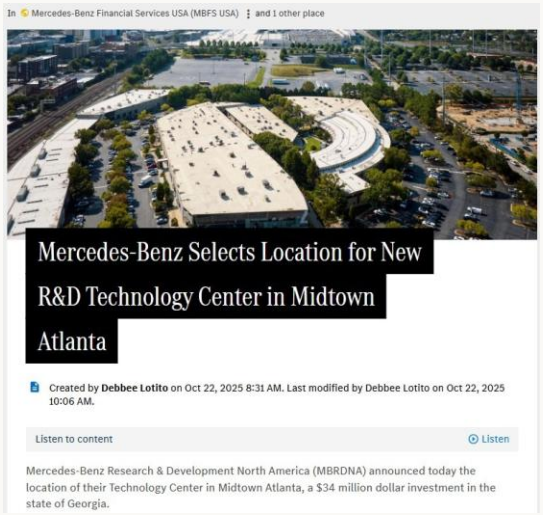
Surveys • CSR campaigns • Sustainability metrics • Company news

CONTENT THAT PEOPLE CAN FIND AND USE.

Jive intranet publishing, page presentation and corporate writing.







JIVE CONTENT MANAGEMENT

Corporate articles and employee resources

Adapted layouts within existing templates; wrote, edited and published articles, news, events and resources.

THE MESSAGE. THE MEDIUM. THE MOMENT.

Integrated support for internal communications and employee experiences.

MASS EMAILS

Branded employee announcements and organizational updates.

TOWN HALLS & A/V

Visuals and technical support for employee events.

EDITORIAL WRITING

Employee stories, corporate news and event information.

CMS & PUBLISHING

Jive, Sitecore, WordPress and digital signage workflows.

DESIGN THAT MAKES AN IMPRESSION.

Event apparel, commemorative graphics, and visual identities.





GARDEN 4-1-1

FIREWISE YUMA
PREPARE • PROTECT • THRIVE

Designed for distinct audiences, formats and purposes, from memorial apparel to identity systems.

CREATIVE WITH A CLEAR PURPOSE.

Campaign graphics, promotional collateral and fundraising communications.





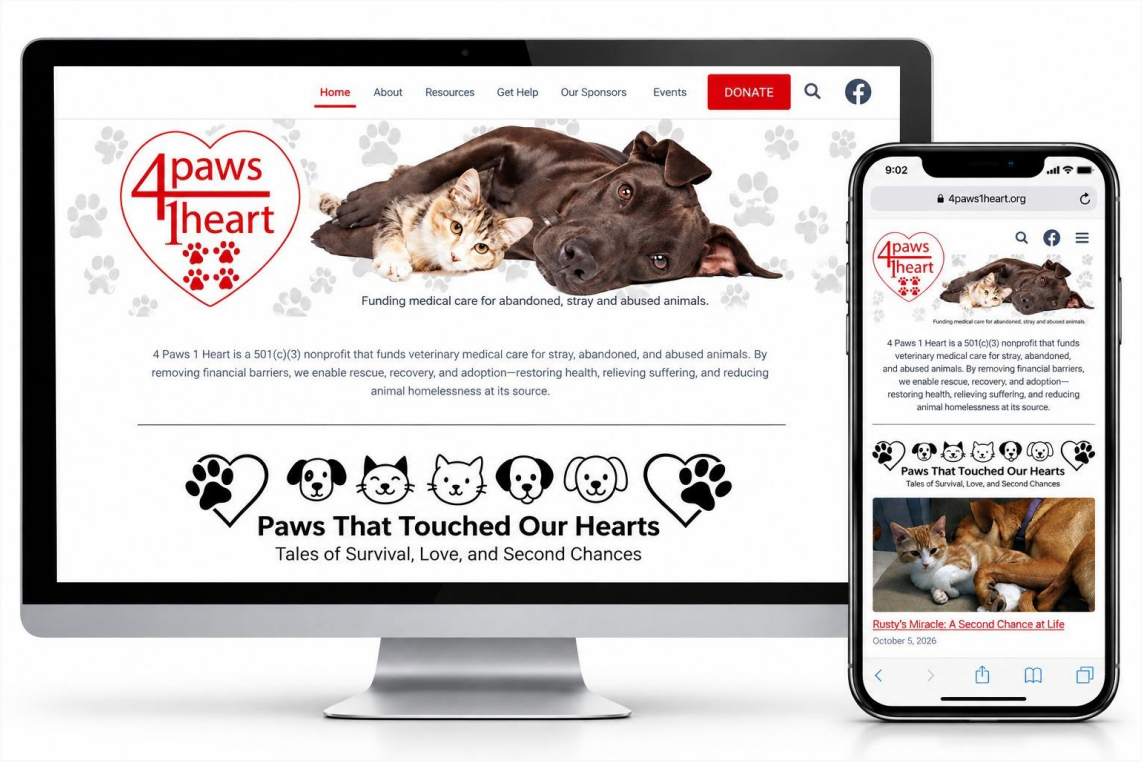




Promotional design and nonprofit storytelling, including fundraising and outreach for 4 Paws 1 Heart.

DIGITAL EXPERIENCES THAT CONNECT.

Website content, nonprofit storytelling and responsive visual communication.



4 PAWS 1 HEART

Website management, content writing and digital materials supporting an animal-welfare nonprofit.

WordPress / Content / Visual design

COMMUNICATIONS FIRST.
CREATIVITY ALWAYS.

DEBBEE LOTITO

Digital Communications & Content Specialist

debbeelotito.com | debbeelotito@gmail.com