

KARL GOIN

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MARKETING LEADERSHIP. BRANDED RESULTS.

Seasoned marketing executive with extensive success driving results while building brand equity. Over 20 years experience creating response-driven advertising and marketing campaigns for consumer goods, healthcare, technology and financial services companies. Expertise using journey mapping and story telling combined with proven marketing strategies to increase brand awareness, consideration, and delightful consumer experiences. Proven ability to convert positive brand experiences into measurably more engaged customers.

AREAS OF EXPERTISE

| | | |
|---------------------------|---------------------------|--------------------------|
| Strategic Planning | Brand Awareness | Brand Management |
| Social Media Strategy | Operational Leadership | Brand Positioning |
| Content Marketing | Creative Direction | Digital Onboarding |
| Product Management | Journey Mapping | Competitive Analysis |

RECENT HIGHLIGHTS

- Brought 64M in first mortgages via single digital lead generation campaign
- Expanded 2018 Mortgage pipeline by 29% via website applications
- Launched journey-based marketing automation via the Salesforce Marketing Cloud
- Increased monthly direct new members by 140% during 2017-2018
- Over 500 hours per month spent viewing streaming advertising in local communities
- Reduced traditional printed newsletters sent by 70% by shifting to digital-first format
- Launched three “Branch of the Future” branches in 2017

“... As a Creative Director, he(Karl) has deep commitment to combining branding creative with measurable results on every job, and he knows how to do it. A natural creative and strategic problem solver, he effortlessly crosses the lines between traditional and digital media in producing great work. Challenges that might unhinge other CDs simply feed his commitment to get it done right.”

Karl's Manager at Wayfinder Response Marketing

EMPLOYMENT EXPERIENCE

VICE PRESIDENT OF MARKETING

June 2015 – Oct 2018

Travis Credit Union, Vacaville, CA

Strategic marketing leader at \$3 Billion Credit Union. Responsible for developing and executing compelling marketing, branding and communications strategies that increase awareness and drive specific, agreed upon balance sheet growth. Provide direction for business and market development, SEG acquisition, promotion and advertising. Act as a vocal advocate and consensus builder between the Marketing department and other Business Units. Keep sharing the mission and the member-focused credit union philosophy at the forefront of all decisions. Use all marketing strategies, programs, tactics and calendar to measurably increase financial performance — in order to provide even more value to the members and their communities.

ASSISTANT VICE PRESIDENT OF MARKETING

June 2011 – June 2015

Travis Credit Union, Vacaville, CA

Proven ability to create award-winning promotions & campaigns with measurable results. Assist in the development, implementation, and management of a strategic and tactical marketing plan to drive brand awareness, member acquisition, retention and member engagement. Plan, develop and execute measurable and creative advertising, and marketing projects. Create programs designed around member user experience in all channels and across all media (digital, mobile, brick & mortar, etc.). Specialize in projects that motivate people to click, call, and/or stop by.

CREATIVE DIRECTOR

11/2010 – 7/2011

Goin Creative, Concord, CA

Created response-focused projects for B2B and B2C accounts. Creative direction and art direction for Billboards, Catalogs, and Direct Mail. Clients included: McKesson, Wells Fargo Student Lending, and Arden Fair Mall.

CREATIVE DIRECTOR

10/2004 – 11/2010

Wayfinder Response Marketing, San Francisco, CA

Creative director for a unique agency that specializes in creating marketing objective-focused projects that have an award winning creative flair. Projects include interactive and traditional work for consumer, B2B, consumer, and internal promotions. Key member of business development team. \$100 million in new sales for California Bank and Trust • 10% increase in lifetime consumer value for AAA • 14% conversion rate from online search responses for Union Bank • Doubled response rates across the board for Wells Fargo Education Finance Services

CREATIVE DIRECTOR 6/2001 – 10/2004

MCA Direct, Oakland, CA

Full service direct response agency. Clients include high-tech, real estate, financial services, investment brokerage, and airports. Including management of staff of art directors, programmers, production artists, and designers. In charge of new business accounts and growing existing clientele. • Launched Filemaker 7 brand upgrade brand awareness using integrated direct marketing campaign • Successfully launched Home Equity Lines of Credit products for Wells Fargo in the state of Texas. Project components included employee training materials, promotions and collateral.

ASSOCIATE CREATIVE DIRECTOR 3/1999 – 6/2001

Herlihy Marketing Group, Oakland, CA

Full service MarCom and Advertising agency serving high-tech, banking, investment brokerage, B2B and consumer accounts for traditional and online projects. • Led the emerging interactive/digital advertising efforts • Supervised staff of Art Directors, Graphic Designers, Production Artists and Freelancers, as well as all outside talent.

CREATIVE CONSULTANT/ART DIRECTOR 9/1997– 2/1999

Vickers Design, Mervyn's California, and Shugart Matson Young, San Francisco, CA

Art Direction, graphic design and production of advertising, packaging and marketing communications projects. Project clients: PeopleSoft, Pacific Bell, Wells Fargo, Mervyns, Visioneer, Siemens,

MARKETING COMMUNICATIONS MANAGER 12/1996–9/1997

TAG Marketing, Ben Lomond, CA

Designed and developed successful consumer and developer marketing communications programs (printed and digital) for high-tech clients. Project clients for Apple Computer and Filemaker.

ART DIRECTOR 3/1996–12/1996

Response Communications Group, Ben Lomond, CA

Created targeted marketing communications collateral and corporate ID concepts for medium to high tech clients. Clients included: Pointcast, Scitor, General Magic, PictureWorks, Lynx.

ART DIRECTOR/ART DEPARTMENT MANAGER 6/1994–3/1996

Iguana Visual Communications, Santa Clara, CA

MARKETING COMMUNICATIONS SPECIALIST 2/1989–8/1994

VoiceCom Systems, San Francisco, CA

EDUCATION

University of California at Davis/CA, 1988, BS- Graphic Design

Western CUNA Management School, 3-year program

AWARDS

2011 — CUNA Best of Show for Travis Credit Union

2009 — ADDY: 2 Bronze. Cartridge World, Union Bank of California

2008 — ADDY: 1 Silver. Studio Velo. 2 Bronze. Studio Velo, Neopost

2007 — ADDY: 3 Bronze. CAs Wily Technologies, AAA, Neopost

2006 — ADDY: 1 Bronze. Wells Fargo

2005 — ADDY: 1 Silver. Education Finance Partners

2004 — ADDY: 1 Silver, 1 Bronze. Wells Fargo

2003 — ADDY: 4 Silver. Wells Fargo. 2 Silver. Momentum, North American Lubricants

2002 — ADDY: 1 Bronze. Schwab

1999 — ADDY: 3 Bronze. Wells Fargo, Schwab, EllieMae.com

1991 — All Company Award. VoiceCom Systems

TECHNOLOGY SKILLS

Adobe Creative Cloud:**ADVANCED**

Photoshop, Indesign, Illustrator

Microsoft Office:**ADVANCED**

Word, PowerPoint, Excel

Wrike**SKILLED**

Project Management

Salesforce Marketing Cloud**KNOWLEDGEABLE**

Email, Journey Builder, Cloud Pages

"...He's open to taking suggestions on how to make something better or more cost effective, but he will also forcefully advocate for something he thinks is important...and he has a knack for explaining WHY something is important."

Coworker at Wayfinder Response Marketing