

KARL GOIN

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SUMMARY:

Senior-level Marketing Executive with extensive success driving balance sheet results while leading a cohesive long-term branding strategy for a broad range of financial services companies

RECENT HIGHLIGHTS

- In 2017 brought 64M in first mortgages via single digital lead generation campaign
- 2017 saw 25% Mortgage pipeline came from the forward facing website — credit union first
- Launched journey-based marketing automation via Salesforce Marketing Cloud
- External branding gave tangible lift to new direct members in 2017 — 42% lift over YOY average of 12,000/year

EXPERIENCE:

Vice President Marketing at Travis Credit Union

June 6/2015 - Present

Strategic marketing leader at \$3 Billion Credit Union. Proven ability to create award-winning success with measurable results. Responsible for developing and executing a compelling marketing, branding and communications strategy to increase awareness and drive balance sheet growth. Provide direction for business and market development, SEG acquisition, promotion and advertising, and coordinate with Member Experience, Operational, Finance and Product Development teams. Helped to create and launch 3 new “Branch of the Future” branches in 2017; with two slated each year for 24 branches total.

Assistant Vice President, Creative Management at Travis Credit Union

6/2011 – 6/2015 (4 years 11 months)

Develop and execute product 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 at Goin Creative

11/2010-7/2011 (9 months) Create response-focused projects for B2B and consumer accounts. Creative direction and art direction for Billboards, Catalogs, and Direct Mail. Clients included: McKesson, Wells Fargo Student Lending, and Arden Fair Mall.

Wayfinder, San Francisco, CA 10/2004 – 11/2010

Creative Director

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

MCA Direct, Oakland, CA 6/2001 – 10/2004**Creative Director**

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. Projects encompass advertising/design, direct marketing, interactive, information architecture, and direct marketing strategy. • 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.

Herlihy Marketing Group, Oakland, CA 3/1999 – 6/2001**Associate Creative Director**

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.
- Managed project profitability.
- Developed marketing strategy to maximize response in all projects and media.
- Award winning projects for Wells Fargo, Schwab and EllieMae.

Creative Consultant/ Freelance, SF, CA 1997 – 2/1999

Vickers Design, Art Direction, design and production of Marketing Communications projects (brochures, ads and web-pages, etc.) for top-rated luxury cruise line. Liaison between client partners and agency.

Mervyn's California, Graphic design of retail packaging with attention to marketing focus, consistency of image and design. Market and on-site research to determine best-case presentation of products. Vendor coordination.

Shugart Matson Young Marketing Communications, Art Direction, design and production of strategic print collateral, packaging, and advertising campaigns for AAA clients. Team leader and Photoshop team leader. Managed outside illustrators and other freelance talent.

Clients included: PeopleSoft, Pacific Bell, Wells Fargo, Visioneer, and Siemens.

TAG Marketing, Ben Lomond, CA 12/1996 – 9/1997**Marketing Communications Manager**

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

- Developed co-marketing programs for Apple Computer and Filemaker utilizing print collateral, tradeshow material and interactive CD-ROMs.
- Teamed with client product managers and managed all contractors.

Response Communications Group, Palo Alto, CA 3/1996 – 12/1996**Art Director**

Created targeted marketing communications collateral and corporate ID concepts for medium to high tech clients. Managed other designers, photographers and free-lance talent. Supervised the production of electronic files, pre-press and final printing. Created software packaging and corporate identity with nationwide exposure.

Clients included: Pointcast, Scitor, General Magic, PictureWorks, Lynx, Maxim.

Iguana Visual Communications, Santa Clara, CA 6/1994 – 03/1996

Art Director/ Art Department Manager

Managed and created, from concept through printing, marketing collateral, corporate ID and advertising for B2B and consumer use. Doubled department billings during tenure. Managed Art Department and two designers: scheduling, concept, and budget management. Recommended hardware and software purchases and maintained eight Macs and two PCs. Clients: wineries, hi-tech, audio CDs, restaurants, consumer goods.

- Created POP and sales sheets and collateral for J. Lohr Winery and Ariel Winery

VoiceCom Systems, San Francisco, CA 2/1989 – 8/1994

MarCom Specialist/ Graphic Designer

Created marketing communications projects, corporate ID, materials and collateral to support direct sales force of 350. Managed a staff of four and outside vendors. Conceptualized, designed and produced targeted advertisements and direct mail pieces for use in publications and presentations. Directed the creation of all company brochures. Created new product identities and promotional campaigns. Saved over \$110K/year (60% reduction) by streamlining user fulfillment package.

- Successfully tracked and controlled production, printing and budget for marketing projects.
- All Company Award, 1991.

Goin Creative, San Francisco, CA 1986 - 1989

Creative/ Art Director

Created targeted advertisements, corporate ID, MarCom materials, identity systems, brochures and publications (printed & electronic). Provided effective marketing communications solutions while adhering to budget and deadline restraints. Maximized cost-effectiveness of printing and production by analyzing all processes. Clients included United Artists, Framework Financial, and First Nationwide Bank.

EDUCATION:

University of California at Davis/CA, 1988, BS- Graphic Design
Western CUNA Management School, 3 year diploma 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