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## VICE PRESIDENT MARKETING / CMO

Accomplished marketing executive with a history of success and experience driving results while building brand equity. Highly skilled at creating innovative, 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. Skilled at consumer experience-focused marketing. Proven ability to convert positive brand experiences into measurably more engaged customers.

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### KEY SKILLS INCLUDE

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

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### EXPERIENCE

**Travis Credit Union, Vacaville, CA** **2011 - 2018**

**Vice President of Marketing, 2015 - 2018**

Strategic marketing leader at \$3 Billion Credit Union.

- Led planning, development and execution of compelling marketing, branding and communications strategies to increase awareness and drive specific, agreed upon balance sheet growth
  - Direct New Members — 140% lift in monthly new direct members in 2017-2018
  - Modernize Branches — Launched three “Branch of the Future” branches in 2017
  - First Mortgage Penetration — Expanded 2018 pipeline by 29% via digital mortgage applications
  - Digital First — Launched journey-based marketing automation via the Salesforce Marketing Cloud in 2018
  - External Branding — launched streaming advertising leading to over 75,000 advertising views per month
- Served as a vocal advocate and consensus builder between the Marketing department and other Business Units.
- Voting Member of Asset and Liability Committee (ALCO)

**Assistant Vice President of Marketing, 2011 - 2015**

Created results-driven, award-winning promotions and campaigns with measurable results.

- Assisted in the development, implementation, and management of a strategic and tactical marketing plan to drive brand awareness, member acquisition, retention and member engagement.
  - Outdoor billboard campaign increased Richmond branch new members by 20% per month
- Planned, developed and executed measurable and creative advertising, and marketing projects to drive response to branches, landing pages, and website.
- Created and implemented new social media strategy
  - Expanded Facebook followers from 2,000 to 17,500 in 4 months
  - Authored social media comment and sentiment triage system
  - Published 5-10 regular original social media and blog content items each week

**Goin Creative, Concord, CA**

**2010 - 2011**

**Creative Director**

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.

**Wayfinder Response Marketing, San Francisco, CA****2004 – 2010****Creative Director**

Created award-winning response and brand-focused projects for a wide range of clients and industries.

- Projects include digital and traditional work for consumer, B2B, consumer, and internal promotions.
  - \$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.

*"... 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*

*"...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*

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**ADDITIONAL RELEVANT EXPERIENCE**


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**Creative Director, MCA Direct, Oakland, CA**

**Associate Creative Director, Herlihy Marketing Group, Oakland, CA**

**Art Director, Vickers Design, Mervyn's, and Shugart Matson Young, San Francisco, CA**

**Marketing Communications Manager, TAG Marketing, Ben Lomond, CA**

**Art Director, Response Communications Group, Ben Lomond, CA**

**Art Director / Art Department Manager, Iguana Visual Communications, Santa Clara, CA**

**Marketing Communications Specialist, VoiceCom Systems, San Francisco, CA**

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**EDUCATION**


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

Western CUNA Management School, 3-year program

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**ACCOLADES**


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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

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**TECHNOLOGY SKILLS**


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Adobe Creative Cloud: Photoshop, InDesign, Illustrator, Microsoft Office: Word, PowerPoint, Excel

Wrike: Project Management, Salesforce Marketing Cloud: Email, Journey Builder, Cloud Pages