

KARL GOIN

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VP MARKETING / CHIEF MARKETING OFFICER / MARKETING DIRECTOR / CREATIVE DIRECTOR

Accomplished marketing leader and strategist, creative director, digital champion, and brand visionary with extensive success leading diverse teams of creative and marketing professionals. Highly skilled at short- and long-term strategic marketing planning. Create innovative, response-driven advertising and marketing campaigns for financial services, consumer goods, healthcare, and technology companies. Specialize in building and leading high-performing marketing and creative teams. Proven expertise developing and executing strategic GTM action plans, campaigns and concepts that craft emotional connections to the brand, resonate along the customer journey, and propel the brand forward.

KEY SKILLS INCLUDE

Strategic Marketing Planning – Team Leadership – Design Thinking – Collaboration – Brand Awareness – Brand Management – Social Media Strategy – Budget Management – Operational Leadership – Brand Positioning – Copywriting – Inbound Marketing – Creative Direction – Designing Campaigns – Digital Onboarding – Product Management – Journey Mapping – Competitive Analysis – Sketching – Adobe Creative Cloud – Presentation

EXPERIENCE

Travis Credit Union, Vacaville, CA

2011 - 2018

Vice President of Marketing, 2015 - 2018

Strategic marketing leader at \$3 Billion Credit Union with 200,000 members

- Developed, implemented, and managed strategic short- and long-term marketing plan to drive brand awareness, member acquisition, retention and engagement.
- Managed department people, budget and success metrics
- 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
 - Account-Based Marketing — Launched via the Salesforce Marketing Cloud in 2018
 - External Branding — Launched streaming advertising leading to over 75,000 views month
- 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

“...In my over 30-year career supervising creative employees, Karl stands out as the very best. Even though I’ve worked with some very talented individuals, Karl was exponentially more gifted. The creative work he produced achieved a return-on-investment that the external auditors called the best they had seen in 20 years.”

Cathy Grimes, Karl's Manager at Travis Credit Union

Goin Creative, Concord, CA
Creative Director

2010 - 2011

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
Creative Director

2004 – 2010

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

ADDITIONAL RELEVANT EXPERIENCE

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

EDUCATION

University of California at Davis/CA, 1988, BS- Graphic Design
 Western CUNA Management School, Diploma-credit union management and leadership
 Hubspot Academy, 2019, Inbound Certified

ACCOLADES

2015 — CUNA Diamond, Best of Category, Travis Credit Union
 2014 — CUNA Diamond, Travis Credit Union
 2013 — CUNA Diamond, Clarity & Best of Category, 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
 1999-2002 — ADDY: 4 Bronze. Wells Fargo, Schwab, EllieMae.com

TECHNOLOGY SKILLS

Photoshop, InDesign, Illustrator, MS Office Suite, Wrike (Project Management), Salesforce Marketing Cloud Apps