

# KARL GOIN

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## MARKETING EXECUTIVE, CREATIVE DIRECTOR AND DIGITAL CHAMPION.

Accomplished marketing executive, strategic leader, digital-first champion, award-winning creative director, and brand visionary. Highly skilled at developing and implementing a cohesive marketing strategy and brand vision using strategic thinking, relevant data and journey mapping. Over 20 years success building teams, consensus, and action plans that achieve strategic objectives. History of innovative digital and traditional campaigns for the financial services (including a \$3B credit union and Fortune 50 bank,) technology, and healthcare industries. Specialize in building, leading and mentoring high performing marketing and creative team members. Proven expertise developing and executing strategic GTM action plans, campaigns and concepts that craft emotional connections to the brand, resonate along the consumer journey, and propel the brand forward.

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### KEY SKILLS INCLUDE

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

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### EXPERIENCE

**UNCLE Credit Union**, Livermore, CA

**2019 -**

**Vice President of Marketing**

Strategic, data-driven marketing leader with digital growth mindset at East Bay Area Credit Union.

- Develop, communicate and execute strategic digital and traditional marketing plan
  - Created products, promotions and tactical calendar to meet strategic growth needs
  - Assisted asset growth from \$450MM to \$550MM, 15.9% loan growth and 5.9% net member growth
  - Brought in over \$500,000 in HELOC balances in 2020 via marketing campaigns
- Transform the marketing division into a digital-first, data forward operation:
  - Launched MCIF, Marketing Automation, Digital Onboarding, and Inbound Marketing
  - Implemented data tracking visibility from ad-click to website to online loan application through funding
- Build the external brand via paid, owned and earned media channels:
  - Launched mobile advertising program: 350,000 impressions per month
  - Launched new digital-first branch with video wall, interactive kiosk: most transactions of any branch
  - Revitalized website leading to 35% increase in online new member applications
- Voting member of the Asset and Liability Committee (ALCO)

**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, cross-sell, 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
  - Acquisition — 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 that expanded Facebook followers from 2,000 to 17,500

*"...In my over 30-year career supervising creative employees, Karl stands out as the very best. 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****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.
  - 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*

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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**

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**EDUCATION**


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**B.S. in Graphic Design, University of California, Davis, California**

**Diploma in Credit Union Management, Western CUNA Management School, Pomona, California, 2017**

**Inbound Marketing Certification, Hubspot Academy, 2019**

**Marketing Automation Essentials Certification, SharpSpring Virtual Classroom, 2020**

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**ACCOLADES**


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2015 — CUNA Diamond, Best of Category, Travis Credit Union, Digital Design

2014 — CUNA Diamond, Travis Credit Union, Social Media

2013 — CUNA Diamond, Clarity & Best of Category, Travis Credit Union, Annual Report

1999-2009 — American Advertising Awards ADDY: 9 Silver, 11 Bronze: Wells Fargo, Union Bank, Schwab, AAA, et. al.

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**TECHNOLOGY SKILLS**


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