



# KASEY VOGEL

BRAND STRATEGY

 641-226-4440

 kasey.vogel@gmail.com

 878 41<sup>st</sup> St, Des Moines, IA

## EDUCATION

MASTER OF BUSINESS  
William Penn University  
2010-2012

BACHELOR OF ARTS  
Buena Vista University  
2004-2009

## KEY SKILLS

Brand Development  
Portfolio Strategy & Growth  
Process Improvement  
Team Leadership  
Content Development  
Campaign Implementation  
Budgeting and Planning  
Advertising & Promotion  
Public Relations

## TECHNICAL SKILLS

Salesforce & CRM  
Website & Mobile  
Conversion/Vendor Implementation/Integration  
Email & Affiliate Marketing

## PROFESSIONAL PROFILE

A driven and vibrant executive team leader with multifaceted marketing and brand development experience. Highly skilled at translating product data, customer brand journeys, and market trends into actionable strategies that improve the client experience, strengthen market presence, and deliver on revenue goals. Passionate about collaborating and building consensus within a team and identifying solutions to challenges that create long-lasting brand loyalty

## EXPERIENCE

B2B & BRAND MARKETING MANAGER  
Lincoln Savings Bank / Des Moines, IA / 2022-Current

Manage and lead all efforts for a national brand strategy to increase product penetration, lending expansion and brand awareness

- Oversee the development, design, and implementation of marketing and PR strategies across multiple platforms, channels and customer personas
- Analyze marketing and portfolio data to develop insights by monitoring market trends to make recommendations on areas for optimization and growth
- Maintain expert understanding of regulatory rules, operation requirements, and FDIC compliance
- Manage and develop staff within the Marketing/Business Development Team

DIRECTOR OF BRAND STRATEGY/BUSINESS DEVELOPMENT  
Community Choice Credit Union / Des Moines, IA / 2019-2022

- Oversaw the development, design, and implementation of marketing and PR campaigns across multiple platforms, channels and audience segments
- Provided strategic direction on product management, program development, and vendor expansion to ensure brand experience standard
- Developed strategies and lead organization to align all departments and products with brand experiential goals to enhance member/partner loyalty
- Assembled, trained, and supervised special projects teams
- Enhanced employee engagement through culture-building program development
- Managed and developed staff within the Marketing/Business Development team


DIRECTOR OF STRATEGIC PARTNERSHIPS/BUSINESS DEVELOPMENT  
Community Choice Credit Union / Johnston, IA / 2015-2019

Drove brand positioning and awareness through strategic partnerships working with key stakeholders to develop personalized partnership agreements

- Identified, targeted and expanded B2B partnerships for the organization
- Led and developed all brand strategy, community relations, communications, and reputation management

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## MARKETING STRATEGY

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### AWARDS

FORTY UNDER 40  
Business Record  
2021 – Des Moines, IA

YOUNG PROFESSIONAL  
Iowa Credit Union League  
2019 – Iowa

MARKETING &  
BUSINESS DEVELOPMENT  
Credit Union National Association  
2016, 2017, 2018, 2020, 2021, 2022

MARKETING/PR  
Marketing Association of Credit Unions  
2019, 2020, 2021, 2022

### COMMUNITY LEADERSHIP

MEMBER  
Terrace Hill Commission  
Current – Des Moines, IA

BOARD MEMBER  
American Lung Association  
Current – Des Moines, IA

BOARD MEMBER  
Clive Community Foundation  
Current – Clive, IA

BOARD MEMBER  
Rotary Club of NW DSM  
2015-2019

BOARD MEMBER  
YMCA Supportive Housing  
2017-2018

### EXPERIENCE - CONTINUED -

- Led vendor due diligence efforts providing the member experience expertise
- Customized member satisfaction and community relations experiences for each audience, ensuring a blend of brand messaging, engaging member-focused elements and event-specific elements
- Managed and developed staff within the Marketing/Business Development team

#### EXECUTIVE DIRECTOR

Community Choice Foundation / Johnston, IA / 2016-2022

Built, implemented and lead the organization's 501(c)3 non-profit foundation

- Created annual fundraising event that is in its 7<sup>th</sup> consecutive year
- Implemented and manage employee giving program with over 87% participation
- Partnered with over 400 non-profits since 2016
- Grew revenue by over 3000% since inception through fundraising efforts and program development
- Improved community reputation by providing over \$1,000,000 in financial impact
- Help align other leaders with board and community impact opportunities

#### CLIENT RELATIONSHIP MANAGER/CLIENT SOLUTIONS

The Members Group / Des Moines, IA / 2014-2015

Built and managed a 150+ client portfolio. Specialized in client retention for at-risk accounts with 500 million + asset size

- Collaborated with clients and multiple vendors to implement, upgrade and enhance products and services
- Developed individualized marketing campaigns, sales strategies and pricing schedules
- Conducted and selected vendor partners and platforms to enhance client experience and satisfaction

### REFERENCES

APRIL SCHMALTZ  
SVP of Marketing/BD  
Delta Dental of Iowa  
515-556-7583  
aschmaltz@deltadentalia.com

ANGELA EVANS  
VP of Marketing  
Lincoln Savings Bank, Waterloo, IA  
319-231-6177  
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