KASEY VOGEL

BRAND STRATEGY







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

T E C H N I C A L S K I L L S

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

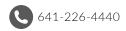
DIRECTOR OF STRATEGIC PARTNERSHIPS/BUSINESS DEVELOPMENT Community Choice Credit Union / Johnston, IA / 2015-2019

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

KASEY VOGEL

MARKETING STRATEGY







9 878 41st St, Des Moines, IA

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 7th 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

SOPHIA AHMAD VP of Philanthropy WesleyLife 515-643-8035 sahmed@wesleylife.org ANGELA EVANS
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