

CHRISTINA M. ZANCA, CFMP, MBA

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Dynamic and influential executive with two decades of robust experience crafting and executing innovative marketing strategies, driving significant growth, and fostering brand recognition across diverse industries. Adept in building high-performance teams, delivering compelling campaigns, and leaving a deep-rooted mark on the company's success. Leverages extensive expertise, strategic acumen, and a community-focused approach to accelerate growth, build brands, and achieve outstanding results. Believes in propelling results as one team, balancing authoritative leadership with empathy, and cultivating a culture of continuous learning and high integrity. Thought leader renowned for getting things done with heart, passion, and energy while challenging the status quo and executing the impossible.

Seeking a challenging position as a C-Level executive, focused on Marketing, Strategy or Transformation, where I can utilize my expertise to drive significant growth and engagement, support operational and culture transitions and build positive employee and customer experiences.

- Strategic Planning & Execution
- Community Building
- Brand Recognition
- Team Building & Leadership
- Digital Marketing Strategy
- Cultural Programs
- P&L Management/ALCO
- Turnarounds
- Market Research
- Impactful Growth
- Agile Project Management
- Regulatory Compliance
- Crisis Communication
- Engagement Content
- Brand Design

"From the very beginning, Christina impressed me with her strategic vision and ability to execute complex marketing campaigns that consistently delivered exceptional results. Christina played a pivotal role in transforming our company's marketing strategy, shifting our focus from traditional methods to a data-driven approach that leveraged the power of digital marketing channels..."

*-David D., SVP & COO,
Maspeth Federal Savings*

Technology: Smartsheet, Adobe Creative Suite, Canva, Social Media Platforms, Brand Monitoring, E-Mail Marketing, Survey, & Market Research Tools, Google Analytics, Salesforce, HubSpot, MCIF Systems, Web Content Management Platforms

Professional Experience

MUNICIPAL CREDIT UNION (MCU) • New York, NY • 10/2021 to 2/2024

Vice President, Marketing Communications

Served in a pivotal senior leadership role, as one of the driving forces behind the organization's growth strategy and liberation from NCUA conservatorship. Hired to lead a comprehensive overhaul of the marketing and communications (marcomms) team, strategy and brand. Oversaw a \$7M budget, 5 direct reports, and 4 indirect reports focused on digital marketing.

- ✓ Senior sponsor for over 50 strategic projects, including press strategy for conservatorship exit, communications strategy for core system conversion, a brand study, new corporate website, refreshed member onboarding program, branch experience and the launch of several digital services and products, including a unique checking account that saw a 30% increase in 30 days.
- ✓ Built and nurtured a high-performing, multi-tiered team, contributing to the acknowledgment as a "top leader" for achieving the highest satisfaction scores for the 2022 annual employee survey.
- ✓ Successfully launched a mission-based brand campaign that garnered media coverage, with recognition from influential figures, such as the mayor and the Department of Transportation. This elevated brand awareness and strengthened community engagement scores, playing a crucial role in exceeding the annual target of 20K new accounts.
- ✓ Initiated a "First-Time Homebuyers" virtual series that generated over 500 new loan applications, \$100M in funded mortgages/loans and a waiting list of 5K members.
- ✓ Implemented a data-driven marketing strategy that analyzed market trends and member behavior to identify opportunities for growth and innovation. Collaborated with sales and product teams to align efforts, resulting in more efficient and agile project management across the enterprise.
- ✓ Launched the "Moments that Matter" content strategy, strategically designed to infuse authenticity into communications and create meaningful connections with the audience. This garnered a 200% increase in social content engagement, 5,000 new followers across channels and a 4% increase in average open rate across email campaigns.
- ✓ Actively participated and championed employee engagement and culture programs, including sponsorship and leader of the Working Parents and Allies Employee Resource Group and mentoring junior staff members, enhancing knowledge and skills while strengthening the talent bench for future succession planning and sustainability.



MASPETH FEDERAL SAVINGS • Maspeth, NY • 8/2016 to 10/2021**Vice President, Marketing Director | Marketing & Communications**

Held a key senior management role, providing strategic oversight for marketing, communications, and community relations functions. Focused on spearheading a transformation of the internal culture, enhancing employee satisfaction and strengthening brand identity. Utilized a comprehensive approach to aligning internal processes with the institution's broader strategic goals, contributing to a positive workplace culture and reinforcing the brand in the market.

- ✓ Executed the successful launch of the company's website through key collaboration with a strategic agency and an aggressive marketing campaign, resulting in a 10x increase in web traffic in 30 days post-launch.
- ✓ Closed a multi-year marketing sponsorship with St. John's University Athletics that positioned MFS more competitively and expanded the bank's digital marketing efforts, to include a co-branded Debit card and financial literacy series focused on educating college students.
- ✓ Introduced and rolled out a suite of digital products and services. Strategically emphasized a user-friendly approach to mobile adoption by providing comprehensive in-branch tech training programs to reveal innovative services while facilitating seamless user adoption and engagement. Increased utilization among our older membership by 60%.
- ✓ Initiated a small business partnership, collaborating with the President of the Queens Boro chamber to launch a sponsorship mentorship program, benefiting 750 businesses.
- ✓ Demonstrated a commitment to community well-being during the COVID-19 crisis by reallocating marketing funds to provide essential PPE for hospitals, and support membership with the launch of hardship programs and grants. Achieved significant recognition, with features in the American Bankers Association and local newspapers for the community-focused effort, driving the awareness of social responsibility and the dedication to societal support.

JPMORGAN CHASE & CO. • Midtown, NY • 2014 to 2016**Senior Marketing Associate | Global Employer Brand & Recruitment Marketing**

Hired to support the global team with a traditional focus on hosting events, transitioning strategy to a digital-first approach. Spearheaded the digital marketing and content space, ensuring consistency across 3 distinct brands. Led the initiative unifying the online presence and messaging, including the launch of a consolidated career site yielding \$500k cost savings and better brand positioning for the organization.

- Advocated for and implemented a digital-first event strategy, targeting smaller schools and virtually engaging top talent, delivering a 79% increase in the recruitment pipeline with new-hire conversions soaring by 88%.
- Played a key role in building the recruitment marketing strategy in Latin America, addressing hiring needs in the market and contributing to the launch of the team in LATAM.

Earlier Experience

HUDSON VALLEY BANK • Assistant Vice President & Marketing Manager | Marketing & Communications

RIDGEWOOD SAVINGS BANK • Marketing & Sales Coordinator; Marketing Programs Administrator; Marketing Programs Administrator Intern; Consumer Loan Servicing Assistant; Temporary Consumer Loan Servicing Intern

Education & Professional Development

EXECUTIVE MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE

Pace University

BACHELOR OF SCIENCE (BS) DEGREE, MARKETING

St. John's University

BANK MARKETING & MANAGEMENT DIPLOMA

American Bankers Association

LEADERSHIP CERTIFICATE

American Bankers Association

CERTIFIED FINANCIAL MARKETING PROFESSIONAL (CFMP)

American Bankers Association

Professional Affiliations

GREENWAY INTERNATIONAL FOUNDATION

Executive Board Member, 2024 to Present

SPLASHES OF HOPE

Board Member, 2020 to Present

AMERICAN BANKERS ASSOCIATION'S BANK

MARKETING NETWORK

Member, 2016 to Present

GAMMA PHI BETA ALUMNI NETWORK

Member, 2009 to Present

COMMUNITY EVENTS & VOLUNTEER PROJECTS

100 Hours+ Annually