

ELLIOTT MORAN

Providing Innovative Customer Experience, Marketing and Leadership Strategies

303.957.7331

 [linkedin.com/in/elliottmorancx](https://www.linkedin.com/in/elliottmorancx)

 contact@elliottmoran.com

PROFESSIONAL SKILLSET

- | | | |
|-----------------------------------|------------------------------------|-------------------------|
| ✓ Cross-Functional Leadership | ✓ Sales Business Development | ✓ Smartsheets |
| ✓ VoC VoE Programs | ✓ Marketing Campaigns Strategies | ✓ Gantt Kanban |
| ✓ Project Management | ✓ Budget Development Forecasting | ✓ Satmetrix Qualtrics |
| ✓ Instructional Design Delivery | ✓ Corporate Partnerships | ✓ ExecuTrax MarkeTrax |
| ✓ Strategic Tactical Planning | ✓ Community Vendor Relations | ✓ Brightspace Degreed |
| ✓ Process Mapping Analysis | ✓ Event Planning Fundraising | ✓ BlueWorksLive |
| ✓ Customer Experience Innovation | ✓ Financial Analysis Planning | ✓ Solonis GoVision |

*Executive leader tireless in pursuit of cultivating unique and meaningful customer experiences for 10+ years.
Healthy-obsession for developing new tools and technological solutions to maximize overall efficiencies.
Solutions-oriented communicator dedicated to building healthy, thriving work environments; elliottmoran.com*

CAREER HIGHLIGHTS

- Successfully oversaw 133% increase in Net Promoter Score and \$58MM increase in assets per member
- Secured *Board of Directors* positions with both Rocky Mountain Chapter of Credit Unions and Mountain West Young Credit Union Professionals; co-founded and served as VP of The Colorado Young Credit Union Professionals
- Designed and delivered topical financial literacy classes, teaching 700 students and engaging 2.5k prospects in 2015
- Built website and survey program to collect and respond to stakeholder feedback; results included reduced customer hold/call times, higher CRM functions, improved staff performance and enhanced corporate culture
- Winner of 5 *Mountain West Credit Union Association* scholarships, totaling \$9.5k
- Selected to create annual marketing plan with budget of \$350k; included 3-4 brand campaigns, 6-12 product campaigns, 12-month media buying plan and 12-month event calendar consisting of 60 total events
- Awarded 2016 *Desjardins Adult Financial Literacy Award* by The Credit Union National Association
- Scored 2.9% higher for overall instructional quality among all courses the in Red Rocks Community College system

LEADERSHIP EXPERIENCE

Blue Federal Credit Union | CFCU, Broomfield, CO

January 2015 – July 2018

Member Experience Director

May 2016 – July 2018

Key Accountabilities:

- Strategically led 10-member team to analyze CX data and implement product/service improvements; facilitated cross-functional collaboration for all related CX projects using Gantt and Kanban systems
- Developed product strategies by conducting member impact analyses, feasibility studies and focus groups
- Skillfully upgraded online banking functions, sales and service training, CRM software and training, fraud response procedures, member communications and staff recognition programs

Key Achievements:

- Built website and survey program to collect and respond to staff and member feedback, resulting in reduced customer hold/call times, higher CRM functions and substantial lift to employee performance and morale
- Winner of 5 *Mountain West Credit Union Association* scholarships, totaling \$9.5k
- Successfully oversaw 133% increase in Net Promoter Score and \$58MM increase in assets per member

(Blue Federal Credit Union continued)

Business Development Specialist

January 2015 – May 2016

Key Accountabilities:

- Assisted with marketing strategies, campaign development, and budget oversight of \$350k
- Created and edited marketing emails, press releases, videos, graphics, social media content, website updates, event briefs and calendars; developed targeted marketing campaigns using ExecuTrax data analysis platform

Key Achievements:

- Selected to create annual marketing plan with budget of \$350k; included 3-4 brand campaigns, 6-12 product campaigns, 12-month media buying plan and 12-month event calendar consisting of 60 total events
- Designed/delivered 10 topical financial literacy classes, teaching 700 students and engaging 2.5k prospects

Red Rocks Community College, Lakewood, CO

January 2014 – August 2016

Adjunct Instructor

Key Accountabilities:

- Crafted and delivered 8 and 16-week curricula for in-person, online and hybrid college courses
- Courses included *Personal Financial Management*, *Introduction to Business* and *Small Business Finance*

Key Achievement:

- Scored 2.9% higher for overall instructional quality among all courses in the RRCC system

Community Financial Credit Union, Broomfield, CO

January 2011 – January 2015

Loan Officer

Key Highlights:

- Responsible for consulting 300 members per month, assisting them to make sound financial decisions by designing financial plans, underwriting loans and performing general banking services

New England Financial, Denver, CO

September 2009 – October 2010

Registered Representative

Key Highlights:

- Successfully built clientele base through prospecting, needs-analyses and product presentations

EDUCATION

Bachelor of Arts – History

University of Colorado | Boulder, CO | 2007

Certifications & Licenses:

- | | |
|---|--|
| ✓ Career & Technical Education Credential | ✓ Series 6/63 Licenses |
| ✓ CO Insurance Producer’s Licenses | ✓ OSHA 10 Workplace Safety Certification |
| ✓ NMLS Registration | ✓ CO Notary Public |

COMMUNITY OUTREACH

Board of Directors, *Mountain West Young Credit Union Professionals*

December 2016 – July 2018

Co-Founder & Vice President, *Colorado Young Credit Union Professionals*

October 2015 – July 2018

Board of Directors, *Rocky Mountain Chapter of Credit Unions*

May 2015 – July 2018