

Phil Geusebroek, MBA

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I am a creative, results oriented person who strives for excellence in everything I do. I collaborate with leaders to design and execute effective marketing strategies that achieve business results. I would like to serve an organization with a compelling vision and continue to develop my leadership skills.

Skills and Experience

Marketing Director, Christian Credit Union

2009–current

Leadership

- Co-led a credit union marketing group to develop communication plans, strategies, and resources that resulted in the successful conversion of members to a new digital banking experience.
- Collaborate with managers and team members to develop marketing campaigns that demonstrate our values, are relevant to members' needs, and lead to growth in membership and share of wallet.

Strategic Thinking and Execution

- Use insights from Business Analytics to understand who our members are, how they do business, and help we can help them reach their financial goals.
- Leverage data from surveys, focus groups, and business Analytics to develop measurable marketing plans, strategies, and activities that align with business goals.

Technical and Technology

- Use Adobe Creative Suite, Microsoft Office, website content management systems, social media tools, and email marketing tools to design and deliver effective, award-winning advertisements and communications.
- Contributed as a member of the core conversion team for our new digital banking platform. Developed new public website and configured branding of online and mobile banking apps.
- Good understanding of Search Engine Optimization and how to leverage key words and tagging.

Team and Relationship Building

- Lead the social media team and leverage talent of team members to increase brand awareness and improve engagement in the Christian community.
- I am a hands-on leader who can work independently or with a team. I enjoy leading projects and building relationships with team members, suppliers, and other stakeholders.

Communication and presentation

- Encourage and support our members in applying biblical principles to their day-to-day finances.
- Increase brand awareness in the broader Christian community through radio ads, event sponsorship, and other marketing activities which lead to website inquiries, referrals, and membership growth.

Change Management

- I gather input from various stakeholders throughout a process to improve engagement and produce better results. I understand the importance of providing clear, consistent, and frequent communication through a change.

Integrity

- I am an honest, hard worker who enjoys a good challenge, and I will speak openly and respectfully if I am asked to give feedback or share my opinion.

Production Designer, Incite Marketing

2006–2009

- Ensured that work created by designers was optimized for various production purposes and met client needs and budgets.
- Developed graphic design and web design skills by editing artwork and preparing files for print.
- Contributed as a team member and learned from my colleagues.

Digital Production Manager, William Huff Advertising

1997–2006

- Produced eye catching posters, banners, displays, and outdoor signage that promoted products, services, or events.
- Managed workflows and deadlines, coached employees, and ensured that projects were completed on time and exceeded quality expectations.
- Purchased equipment and supplies, evaluated new technology, proposed purchasing of new equipment to ensure our product was competitive.

Education and Professional Development

Master of Business Administration (MBA)

Athabasca University

May 2018 to October 2021

- Gained a broader perspective of business by studying business strategy, human resources, finances, marketing, economics, operations, and information technology. I have improved my critical thinking skills and I am able to make better decisions that align with the needs of the organization because of this program.

Alberta Young Leaders Program

April 2017 to 2019

- Developed leadership skills by participating in workshops, collaborating with peers, and writing a white paper that was presented at an Alberta Credit Union conference.

Toastmasters

April 2016 to 2018

- Improved my public speaking skills, giving me more confidence to lead and participate in meetings.

Graphic Communications Certificate

- 1996 to 1997 - Northern Alberta Institute of Technology

Architectural Technology, Urban & Regional Planning

- 1995 to 1996 - Northern Alberta Institute of Technology

Activities and Volunteerism

- I am currently serving as a coordinator for the Life Renewal program at my church and have served on a private school Board and the Board of a Christian counselling service.
- I enjoy spending time with my family and friends, camping, mountain biking, snowboarding, and photography.

Awards and Recognition

Marketing Association for Credit Unions

2011–2019 Achievement in Marketing Awards

- Annual report
- Brochures
- Marketing campaigns
- Posters and displays
- Newsletter
- Website

References

Available upon request.

Portfolio

Visit my website at www.philbg.ca.