

# Elijah Kim

## CMO for Financial Services

### Trust-driven marketer shaping the future of financial wellness

CMO with 18 years of experience in retail banking, fintech, and insurance. Specializes in trust-based messaging, cross-selling strategy, and client retention campaigns across B2C and B2B lines.

## CONTACT



(000) 000-0000



email@example.com



LinkedIn | Portfolio



Los Angeles, CA

## KEY SKILLS

- Client onboarding
- Cross-sell campaigns
- Data privacy compliance
- Financial literacy marketing
- Fintech adoption
- Loyalty strategy
- Product bundling
- Regulatory alignment
- Risk messaging
- Segmentation

## EDUCATION

Bachelor of Business Administration (BBA)  
University of North Carolina at Charlotte, Charlotte, NC, May 2008

## PROFESSIONAL EXPERIENCE

CHIEF MARKETING OFFICER | BLUEEDGE FINANCIAL , CHARLOTTE, NC  
JUNE 2015 – PRESENT

- Boosted customer retention by 23% through loyalty app revamp and rewards integration
- Created omnichannel campaign for new debit product that drew 300K sign-ups in six months
- Collaborated with legal to streamline FINRA/SEC approvals for ad copy

VICE PRESIDENT, CUSTOMER MARKETING | WEXON CREDIT ,  
CHARLOTTE, NC  
AUGUST 2008 – MAY 2015

- Increased auto loan applications by 44% through microtargeted campaigns
- Rebranded credit card line aimed at Gen Z and millennials