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Consumers Credit Union Promotes Jennifer Knapp to Marketing Specialist

KALAMAZOO, MICH—Jennifer Knapp of Consumers Credit Union is taking on the role of Marketing Specialist. Her new responsibilities include executing portions of the marketing plan, assisting in promoting the brand and image of the credit union, and the development and implementation of marketing campaigns. She joined the staff at Consumers as a Member Service Representative in 2009. She is now putting her member service experience to work in the Marketing Department where she will be assisting members in a new way — helping to inform them of new credit union offerings.



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“With over a year and a half of experience on the frontlines, I feel I can add a new and unique dimension to the Marketing Department,” says Knapp. “I developed great passion for serving our members, and I look forward to the opportunity to benefit the credit union corporate-wide in my new role.”

Prior to joining Consumers, Knapp worked as an Office Manager/Event Marketing Specialist for Birch River Group, LLC during college. She holds a Bachelors of Business Administration with a major in Business Management and a minor in Marketing from Western Michigan University.

When she is not working, Knapp enjoys spending time with friends and family, traveling, running, and working out. She coaches a local Girls on the Run team and enjoys participating in volunteer work through Consumers, such as Relay for Life, and Meals on Wheels.

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Consumers Credit Union is headquartered in Kalamazoo, Michigan. With more than \$350 million in assets, Consumers has experienced 20% average growth for 26 consecutive years. Established in 1951, Consumers serves individuals and businesses through 13 offices and more than 200 ATM locations in Kalamazoo, Portage, Lawton, Coldwater, South Haven, and Holland. For details, visit www.consumerscu.org. Editors, please refer to Consumers Credit Union in short as Consumers, rather than CCU. Thank you!