Kristen Christian

Speaker & Consultant at Bank Transfer Day

Los Angeles, CA, US

Speaker, Consultant & Advocate

Biography

With a perspective based in activism, I was raised with an understanding that cooperation and respect are crucial for communities to thrive. By serving their members and the communities they are a part of, credit unions follow a similar path. Social media offered opportunity for a global platform, which resulted in one of the largest consumer migrations in history. While continuing to advocate for consumer empowerment and economic sustainability, I offer lectures and consultations to help credit unions reach the next generation of potential members.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

Industry Expertise

Non-Profit/Charitable, Financial Services, Media - Online

Areas of Expertise

Millennial Generation, Social Media, Digital Branding

Sample Talks

Marketing to Millennials
This session examines the goals, desires and spending habits of the Millennial Generation, in addition to offering insight on how organizations can reach these movers and shakers through effective social media strategy as part of an overall marketing campaign.

Event Appearances

Social Media As An Advocacy Tool
Governmental Affairs Conference

Cooperative Values
National-Level Press Conference

Education

Arroyo Grande High School
Diploma Business, Debate, Theatre

Accomplishments

Story of the Year
Awarded by Credit Union Journal for my work with Bank Transfer Day. http://bit.ly/PjE1jb

Top 10 Inspirational Women of the Year
Awarded by NBC's iVillage.com for my work with Bank Transfer Day. http://bit.ly/N9hVew

The Fierce List
Awarded by MORE Magazine for my work with Bank Transfer Day. http://www.more.com/fierce-list-2012

Testimonials

Ben Rogers
?Kristen's work with Bank Transfer Day was fascinating for our organization's conference on digital branding. Her presentation was excellent and left the participants with a better understanding of the potential for social media.?

Please click here to view the full profile.

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