***FOR IMMEDIATE RELEASE***

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**Corporate Central Promotes Orianna Valentine to Marketing Strategist**

**MILWAUKEE, WI – November 8, 2022 –** Corporate Central is proud to announce that Orianna Valentine has been promoted to Marketing Strategist. In this role, Valentine will enhance the organization's sales and member engagement efforts through successful marketing campaigns. She will also work to increase lead-generation results by initiating new and collaborative strategies between the marketing and sales employees. Leveraging her past marketing success at the corporate, Valentine will now become actively involved with the member and service onboarding process through increased communication strategies. She will also continue to manage the organization’s email marketing and social media campaigns; engage with appropriate credit union marketing trade organizations to develop effective paid marketing campaigns; and collaborate across departments to research, develop, and curate relevant content for Corporate Central and its family of CUSOs.

Orianna Valentine, Marketing Strategist. Read her [full biography](https://www.corpcu.com/About-Us/People/Our-Team).

Valentine joined Corporate Central in August 2019 as a part-time Email Marketing Coordinator Intern. In January 2020, she became a full-time Marketing Communications Coordinator.

“Orianna has learned and grown so much since she joined our team a little over three years ago,” said Julie Woloszyn, Marketing Manager. “Her experience has prepared her for success in this new expanded role. I look forward to the new innovative and creative ideas she will bring to the table.”

“I am very excited to strategize ways Corporate Central can deepen our relationships with current members and continue to grow our membership,” Valentine said. “I feel very fortunate to work for an organization that encourages staff to continually learn and supports our growth internally and within the credit union movement.”

Valentine has two degrees, both from UW-Milwaukee. Prior to earning her marketing degree, she was a public-school art teacher in the West Allis-West Milwaukee School District where she had the pleasure of encouraging thousands of students to reach their creative potential.

**Helping Members to be *Wildly* Successful**

**About Corporate Central Credit Union**

*Corporate Central Credit Union is a federally insured financial cooperative built on the values of commitment to service, fiscal responsibility, and respect for the individual. We cultivate a culture of respect, ethics, teamwork, and innovation. We are "Helping Members to be Wildly Successful" by delivering industry knowledge and expertise to help credit unions achieve their strategic objectives and compete in today’s evolving financial services industry. We are motivated to passionately serve our members and strive to learn, create, and innovate daily. Please visit* [*corpcu.com*](http://www.corpcu.com) *to learn more, and follow us on* [*Facebook*](https://www.facebook.com/CorporateCentral)*,* [*LinkedIn*](https://www.linkedin.com/company/517350/)*,* [*Twitter*](https://twitter.com/CorpCU)*, and* [*YouTube*](https://www.youtube.com/channel/UCLt6UMRaRkpGF-qWWx8T94w)*.*