**NEWS RELEASE**

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**FINAL: FOR IMMEDIATE RELEASE**

**Coastal Credit Union Hires Karen DeSalvo as VP, Marketing**

 **RALEIGH, N.C. (June 3, 2025) –** [Coastal Credit Union](https://www.coastal24.com/) has hired Karen DeSalvo as its new VP of Marketing. In this role, DeSalvo will be responsible for all aspects of Coastal’s branding, advertising, product growth, and membership growth.

DeSalvo has more than 25 years of executive level experience leading both strategic and operational execution of marketing initiatives. She has led rebranding efforts, marketing automation strategies that drove growth, and more during her career in financial services.

Her most recent experience includes Chief Experience Officer at RadiFi (formerly JAX Federal CU) in Jacksonville, Florida. She’s familiar with the North Carolina market through her previous roles as Chief Marketing Officer at Truliant Credit Union and SVP of Retail and Digital Banking at Allegacy Credit Union.

DeSalvo has a BS in Advertising and Public Relations from Youngstown State University and has completed advanced certifications in marketing and management.

**About Coastal Credit Union**

Coastal Credit Union is a not-for-profit, member-owned, financial cooperative, offering a full range of financial products and services. Coastal was chartered on August 31, 1967, with the mission of fostering the credit union philosophy of “people helping people.”  Today, with $5.71 billion in assets, Coastal serves 340,000 members from 1,800 business partners and is among the leading financial institutions in North Carolina. Coastal operates 23 locations in central North Carolina and serves members in all 50 states through a network of 5,600 shared branches, 30,000 surcharge-free ATMs, mobile banking featuring mobile check deposit, and a robust offering of online services at [www.COASTAL24.com](http://www.coastal24.com/). For more Coastal news, visit our [online newsroom](https://www.coastal24.com/about/about-coastal/pressroom).

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