



# ALEXANDRA REILLY, CFMP

## SPEAKING CREDENTIALS

### ABOUT THE SPEAKER

Alexandra Reilly, CFMP, is vice president & agency principal of Banktastic, a marketing agency that helps financial brands build love and loyalty through outcomes-based programs, branding and advertising.

Alexandra is a learner, and details are her passion. Learning is never done. Always striving for the next level or a deeper understanding, the status quo is never good enough. And the devil in the details doesn't stand a chance.

Alex earned the ABA Advanced Bank Marketing Certificate and has ABA certification as a Certified Financial Marketing Professional (CFMP). She completed Leadership Momentum, a program sponsored by the YWCA, and was nominated in 2009 as a Woman of Excellence—Entrepreneur and Executive. She is also a graduate of the Leadership Greater Topeka program. She was honored by IABC (International Association of Business Communicators) as the 2012 Communicator of the Year.

She was a speaker at the 2013 IABC international conference in New York City and has conducted numerous other speaking events and training on marketing, branding, team building and creativity.



## SPEAKING AND TRAINING REFERENCES

*"Banktastic is fantastic when it comes to presentations and meetings facilitation. I have had the pleasure of working with Alex and the firm for several years when I served as president of Heritage Bank. They are dynamic, creative and—most importantly—strategic marketers."*

**Ernie Beaudet**  
President/CEO (retired) • Heritage Bank

*"The Monday conversation spilled over nicely into the Tuesday and Wednesday conversations. So, mission accomplished!"*

*"I appreciate the work you put into tackling a complex assignment. I've grown comfortable navigating the multiple personalities but I know it adds a certain degree of difficulty to these conversations. We're excited for 2020. Thanks for helping us get it off to a great start!"*

**Mollie Carter**  
CEO • FirstSun Capital Bancorp

