



For everyday people. For life.

FOR IMMEDIATE RELEASE

Media Contact

Amy McConnell, MBA, CMP
Marketing & Public Relations Manager
Office: 703.730.1800 ext.5425
amcconnell@belvoirfcu.org

Belvoir Federal’s Marketing and Public Relations Manager Earns CMP Accreditation

Woodbridge, VA, February 3, 2016 — Belvoir Federal Credit Union’s Marketing and Public Relations Manager, Amy McConnell, has earned the esteemed designation of a Certified Marketing Professional (CMP) from the nationally acclaimed Direct Marketing Association (DMA).

As the world’s largest trade association dedicated to advancing and protecting responsible data-driven marketing, DMA, which was founded in 1917, stands out as the premier organization for executives who embrace a responsible, customer-centric approach to marketing and fundraising.

DMA’s education programs provide world class training on a multitude of topics, ranging from direct mail to data governance to the latest in digital advertising. All of the learning opportunities, which are recognized throughout the marketing community as the definitive source for information about marketing research, regulatory issues, and best practice recommendations, are delivered by experts in their field.

“The program covered an array of subjects, each applicable to real-world endeavors. The granular level of each section was an impressive aspect which deepened my comprehension of KPI (Key Performance Indicators) measurements across multi-channel platforms as well as staying abreast of the evolving technologies which will impact the future of advertising, marketing, and data analysis. I look forward to incorporating this knowledge into future strategies,” stated Amy McConnell.

“This certification, which is recognized on a national level, is a tremendous asset to our organization. We’re excited for Amy to have earned this accreditation and look forward to her future accomplishments while applying this information,” stated Tisha Wallace, Chief Operations Officer at Belvoir Federal.

Amy McConnell now holds a nationally recognized certification in her field along with a Master’s degree in project management and a Bachelor’s degree in marketing and advertising.

About Direct Marketing Association

DMA represents thousands of companies and nonprofit organizations that use and support data-driven marketing practices and techniques. DMA provides marketers with innovation that accelerates business growth, education that develops talent and ensures compliance with ethical and best practices, and advocacy that advances policies which support innovation in marketing. To learn more, visit <http://thedma.org>.

About Belvoir Federal Credit Union

Belvoir Federal is a member-owned, full-service financial institution that provides the foundation for the financial success of our Members. Belvoir Federal, a not-for-profit organization, has served the Fort Belvoir and U.S. Armed Forces community since 1946 and named 2014, 2015, and 2016 Best Places to Work in Virginia. For more information about Belvoir Federal, please visit www.BelvoirCreditUnion.org.

###