

# Greg Elisha

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## EXPERIENCE

### TruStage

Senior Design Manager

### MERGE Worldwide

Brand Strategist

### Three Lakes Creative

Creative Services, Partner

### Globalcom Inc.

Brand Manager

### IGA, Inc.

Brand Manager

### Foote, Cone & Belding

Art Director

### Leo Burnett Advertising

Art Director

## EDUCATION

### University of Texas

BS in Advertising

## SKILL SET



Adobe Creative Suite



Adobe Workfront



Microsoft Office



Ceros

Seasoned marketing graphic design leader with 20+ years of experience in **branding and identity, layout design and typography, print and digital production**. Expertise in all aspects of the creative process, from conceptual development to final production.

- Creative strategist
- Adobe Suite expert
- Project management
- Social media marketing
- Print production
- Collaboration

## CURRENT WORK

### TruStage (Insurance company providing financial services)

Led a team of designers in the transformation of 4,200 brand assets across all touch-points, including collateral, presentations, ads, direct mail, and web experiences, while also providing project management and team mentorship.

## CREATIVE HIGHLIGHTS

### MERGE Worldwide (Full-service marketing and advertising agency)

Supported the CMO in establishing brand strategy and creative practices across 6 agency locations. Worked with senior executives to develop identity standards and methodology for company acquisitions.

### City of La Porte (Northwest Indiana)

Oversaw the design and execution of brand standards for the city of 23,000. Led creative development including logo, style guidelines, custom websites, social content, and print collateral. Other initiatives included design direction for vehicles, trail system signage, wayfinding signage, and branded wearables.

### Ide Management Group (Skilled nursing and assisted living facilities)

Led a team in the development and execution of brand strategy, brand identity, and the development of custom templated websites for 32 facilities. Created on-brand social content and print collateral to support various marketing programs. Produced video content for individual facilities and yearly awards shows.

### Globalcom Communications (B2B telecommunications company)

Key contributor to the company's successful launch by developing the brand strategy and identity system. Led a team of designers in the creation of collateral, digital content, websites, and trade show graphics. Managed print production process from conception to completion. Company's annual revenue increased to \$65 million with over 7,000 customers.

### IGA, Inc. (National and international independent supermarkets)

Developed identity standards for corporate and retail outlets. Launched first online presence and designed a template web program for IGA retailers. Led design staff that created content for various marketing programs offered to retailers. Developed and designed CPG advertisements for a monthly in-house trade publication. Designed graphics and collateral for a yearly award convention.

### Wink Medical Aesthetics (Medical Day Spa)

Oversaw brand strategy including logo, collateral, social content, and print collateral. Led designers and programmers in executing targeted campaigns using web, social, email, and traditional channels.

# 88 years

For 88 years, we've helped individuals and families plan for the future. Our expertise, our commitment, and our passion have made us a trusted partner for generations. We're proud to be a part of your financial journey.

Confidence at Every Stage

# A

rating for financial stability by AM Bests

Delivering quality, consistent results to our clients is our top priority. We're proud to have earned an 'A' rating from AM Best, a testament to our financial strength and commitment to our clients.

Confidence at Every Stage

# 5900

financial partners

Partnering with you, our client, allows us to provide the best possible solutions for your needs. We're proud to have over 5,900 financial partners who trust us with their money.

Confidence at Every Stage

# 30M

Confidence at Every Stage

# \$1.8B

benefits paid annually

Confidence at Every Stage

Insurance | Investments | Technology

## The power of Gen Z

The financial future of a generation determined by you.

## A generation eager to soar

Imagine growing up fully immersed in the digital world with an Instagram account set up in sixth grade — or even earlier.

Gen Zers:

- Born in 1997 to the late 1980s/early 1990s
- Digital natives and are digital as a way of life
- Want a generation that actively seeks personal growth
- Expect to work longer hours
- Want to be able to travel and see the world
- Want to be able to work from home
- Want to be able to work for themselves
- Want to be able to work for themselves

Financial approach:

- Invest in technology and digital assets
- Invest in real estate
- Invest in stocks and bonds
- Invest in cryptocurrency
- Invest in art and collectibles
- Invest in alternative investments

## Let's bust some myths!

How well do you know Gen Z?

Myth	Fact
Gen Z is the most educated generation.	Gen Z is the most educated generation, with 90% of Gen Zers having a college degree or higher.
Gen Z is the most tech-savvy generation.	Gen Z is the most tech-savvy generation, with 90% of Gen Zers using social media.
Gen Z is the most financially responsible generation.	Gen Z is the most financially responsible generation, with 90% of Gen Zers saving for retirement.

How does this generation stack up against others before it?

## Gen Z at work

64% of working-age Gen Zers say it's harder to find work.

What keeps Gen Zers at the job?

- Flexible work arrangements: 36%
- Career development: 36%
- Health and wellness benefits: 32%
- Retirement savings: 27%

Additional insights:

- Gen Zers are more likely to work for companies that offer flexible work arrangements.
- Gen Zers are more likely to work for companies that offer career development opportunities.
- Gen Zers are more likely to work for companies that offer health and wellness benefits.
- Gen Zers are more likely to work for companies that offer retirement savings plans.

## Partnership, marriage and family

Diverse approaches and challenges

Gen Zers are more likely to work for companies that offer flexible work arrangements, career development opportunities, health and wellness benefits, and retirement savings plans.

## Help secure your retirement

Horizon & Annuity

## Personal factors that affect retirement

7 in 10 Gen Zers plan to work longer hours.

21% of Gen Zers plan to work longer hours.

Factor	Percentage
Plan to work longer hours	71%
Plan to work longer hours	21%

## A new way to plan for retirement

Horizon & Annuity

## A modern approach to diversification

60% Diversify

40% Bonds and stocks

## The power of risk control

Lock in the gain, lock out the loss

## Lock in the gain, lock out the loss

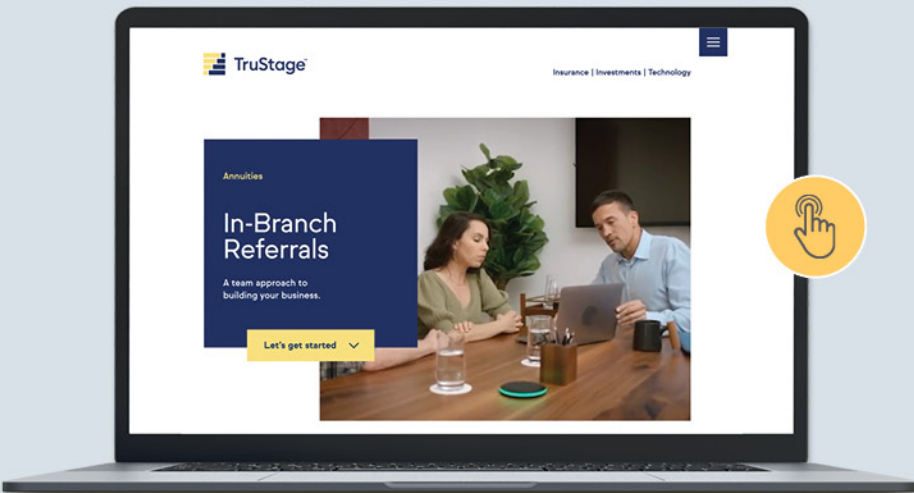
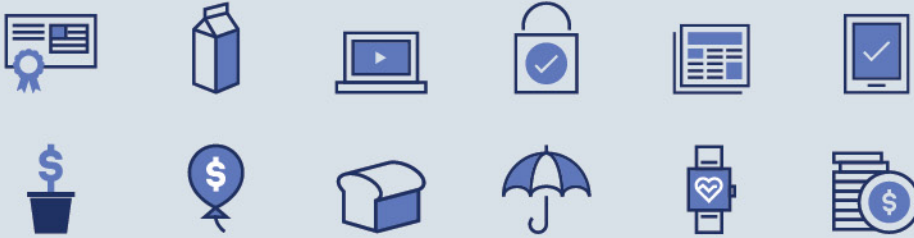
77% Lock in the gain

86% Lock out the loss

## Risk control with history as a guide

77% Lock in the gain

86% Lock out the loss



**TruStage** Insurance | Investments | Technology

## What Matters Now™

Six key take aways from the 2022 report

**60%** of people want their children to achieve more financially than them. This generational goal rises even higher for Native American (82%), Hispanic (65%), and Black (63%) consumers.

**21%** of Native American, Native Alaska, and Indigenous consumers say credit unions are their primary financial institution (PFI).

This signals a big opportunity for credit unions.

**29%** of Gen Z and Millennials consumers will have big interest in lending products over the next five years.

**34%** of multiracial and 38% of Black consumers see getting a loan makes them feel least able to be able to help others.

Multicultural and multigenerational consumers are daily digital users.

**43%** of consumers say they check their accounts daily.

**48%** of millennial check out the value presence of a PFI before working with them.

Gen Z is least satisfied with mobile apps.

**Importance of PFIs giving back to the community is higher for:**

- Black (57%)
- Multiracial (49%)
- Millennial (53%)
- Gen X (47%) consumers

**Consumers want their PFI to focus on:**

- Financial wellbeing
- Education
- Food
- Security

**All people seen. All voices heard.**

With multicultural and multigenerational consumers being the growing force, we need to understand all parts of their identities and serve them with intentionality.

**Want to learn more?**  
Download our report today: [www.trustaga.com/whatmattersnow](http://www.trustaga.com/whatmattersnow)

All the data shown is sourced from TruStage's 2021-2022 "What Matters Now" quantitative and qualitative research, conducted in partnership with Ipsos and The College Group.  
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**coolsculpting ELITE**

**Beach Body Forever.** **20% OFF**

Non-invasive Fat Reduction with New CoolingSculpting Elite Technology

**IDEALS:**

- ✓ Stubborn Fat
- ✓ Cellulite
- ✓ Excess Skin

**HOW IT WORKS:**  
CoolSculpting Elite uses cryolipolysis to target and destroy fat cells.

Call for a free consultation: 512.263.2400 WINKMED.COM

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- ✓ Loose Skin
- ✓ Abdomen
- ✓ Thighs
- ✓ Outer Thighs

**44** There are no side effects and no downtime.

**ADAPT**

- ✓ With Exercise
- ✓ Diet Changes
- ✓ Skin Tightening

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**Make Your Skin Awesome All Summer Long WITH A LASER OR A PEEL**

Get the skin you've always wanted. With HALO and the ELITE Peel it's all here and so much more. HALO is a 200 EA Red Light Laser with a cooling system that allows for longer treatments and less discomfort. HALO is the only laser that can be used on all skin types. ELITE Peel is a chemical peel that is perfect for those who want to improve their skin texture and tone.

**HALO**

- ✓ Non-invasive
- ✓ No downtime
- ✓ No anesthesia
- ✓ No redness
- ✓ No swelling
- ✓ No bruising
- ✓ No scarring
- ✓ No pain
- ✓ No itching
- ✓ No burning
- ✓ No stinging
- ✓ No tingling
- ✓ No numbness
- ✓ No tingling
- ✓ No numbness
- ✓ No tingling
- ✓ No numbness

**ELITE PEEL**

- ✓ No downtime
- ✓ No anesthesia
- ✓ No redness
- ✓ No swelling
- ✓ No bruising
- ✓ No scarring
- ✓ No pain
- ✓ No itching
- ✓ No burning
- ✓ No stinging
- ✓ No tingling
- ✓ No numbness

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**Start 11 or 12 Days of Christmas Promotions!**

**ALL I WANT FOR CHRISTMAS IS A Beach Body Forever**

100% of patients treated with Elite have seen results in 30 days.

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- ✓ With Exercise
- ✓ Diet Changes
- ✓ Skin Tightening

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**halo**

Restore the skin that you and others have noticed.

**ELITE**

Experience ELITE

**WINK MEDICAL AESTHETIC**

**REAL PEOPLE. REAL RESULTS.**

**THE BENEFITS OF HALO**

- ✓ No downtime
- ✓ No anesthesia
- ✓ No redness
- ✓ No swelling
- ✓ No bruising
- ✓ No scarring
- ✓ No pain
- ✓ No itching
- ✓ No burning
- ✓ No stinging
- ✓ No tingling
- ✓ No numbness

**WINK MEDICAL AESTHETIC**

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**Do it now and be ready for the holidays**

See results within 30 days

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**BOTOX**

soften forehead lines, crow's feet and frown lines

**wink MEDICAL AESTHETIC**

**COOLTONE**

tone muscles with magnetic stimulation

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**MICROBLADING**

make your brows to wow

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**ULTHERAPY**

lift and tighten the neck and more

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**VOLUMA**

add volume and lift to cheeks

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