

# ALLISON YEE-GARCIA

Senior Vice President,  
Marketing and Communications

PEOPLE-CENTERED  
THOUGHT LEADER



STRATEGIST / TEAM BUILDER / COMMUNITY BOOSTER



## ABOUT ALLISON YEE-GARCIA

Allison Yee-Garcia is a highly respected industry expert with an entrepreneurial mindset who is currently leading SAFE's marketing and communications campaigns. With over 17 years of marketing experience, Sacramento native Yee-Garcia has worked with brands across multiple industries. Her focus is on building authentic and meaningful brands to help move audiences through the consumer funnel, ultimately growing revenue and market share.

When asked to speak about Marketing, Yee-Garcia can provide a master class on channel management, data analysis, branding, and communication. But above all, her passions for family, community, and her team shine through her affable personality.

Allison is an incredible mentor. If you are a young professional in Sac looking for someone to show you the ropes, work hard to get a few minutes with her. And don't give up.

—Past Mentee of Allison's

## BEST-FIT AUDIENCES/ ENVIRONMENTS

- Young marketing professionals
- College students
- Contribute on a panel of lending experts
- Media appearances (TV/radio)

## SAMPLE TOPICS

- Marketing Trends and/or Strategy
- Branding & Identity
- Public Speaking
- Leadership
- Mentorship

## EDUCATION

Bachelor of Political Science,  
UC Irvine

## VOLUNTEER

Board Member,  
Midtown Association

## MEDIA INQUIRIES OR SPEAKING OPPORTUNITIES

SAFE Credit Union  
Communications  
Department

[comms@safecu.org](mailto:comms@safecu.org)

Follow me on LinkedIn!

[linkedin.com/in/allisonyee-garcia](https://www.linkedin.com/in/allisonyee-garcia)



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