



# ALEXANDRA REILLY, CFMP

## PRONUNCIATION NOTE

Reilly is pronounced RYE-lee.

## TITLE

Alexandra is Vice President and Agency Principal.

## INTRODUCTION

Alexandra leads major client accounts at Banktastic, a marketing agency that helps financial brands build love and loyalty through outcomes-based programs, branding and advertising.

With more than 25 years in the agency world, Alex has worked with clients around the globe. She has an energetic communication style and quirky creative brain. Clients appreciate her thorough and collaborative approach.

Alex earned the ABA Advanced Bank Marketing Certificate and has ABA certification as a Certified Financial Marketing Professional (CFMP). She was honored by IABC (International Association of Business Communicators) as the 2012 Communicator of the Year and was a speaker at the 2013 IABC international conference in New York City. Alex has conducted numerous other speaking events and training on marketing, branding, team building and creativity.

Outside of agency life, Alex is also passionate about the arts. She has been an actor, dancer, choreographer and director in numerous productions for many years, in both volunteer and professional capacities.