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FOR IMMEDIATE RELEASE

Contact: Vicki Hoehn, Executive Vice President – Marketing
RCU Corporate Center
200 Riverfront Terrace
Eau Claire, WI 54703
715-833-8246

RCU Names eServices Coordinator

Eau Claire, WI – RCU has named Matt Mink as the eServices Coordinator for RCU’s Marketing Department. Matt will enhance and strengthen RCU’s online marketing by enhancing the RCU website’s usability and performance, by actively engaging in online social environments, and by collaborating on updates to RCU’s eServices.

Mink previously worked for Sitepro in Eau Claire, where he was a Content Specialist. There, he worked to improve user experience, write compelling website copy, and formulate online content strategies for area businesses.

Mink graduated from the University of Wisconsin-Eau Claire with a bachelor’s degree in creative writing.

Mink and his family are actively involved in their church community, where he plays in the worship band and participates in a men’s ministry.

Mink currently resides in Altoona.

RCU, Royal Credit Union, is a federally insured credit union serving over 140,000 Members with 25 full service offices in Amery, Balsam Lake, Centuria, Chippewa Falls, Colby, Eau Claire, Menomonie, Milltown, New Richmond, Osceola, Rice Lake, River Falls, St. Croix Falls, Somerset, Star Prairie, and Whitehall in Wisconsin and 3 full service offices in Edina, Coon Rapids, and St. Paul in Minnesota. You can open an account or apply for a low-cost loan at RCU if you live or work in 18 counties in Western Wisconsin, 12 counties in the Twin Cities Metro in Minnesota, or are a Realtor in Wisconsin or Minnesota. Visit www.rcu.org or call RCU at 1-800-341-9911 for more information 7 days a week.

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