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**FOR IMMEDIATE RELEASE**

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***Day Air Credit Union Hires Director of Marketing***

**Kettering, Ohio, August 16, 2016** – Day Air Credit Union has hired Michael Pells as Director of Marketing to plan, direct, and execute the marketing of the credit union's products and services.

Michael has over 24 years of marketing communications experience, including digital marketing, web content management, email marketing, project management, public relations, and customer/member engagement.

He joins Day Air after serving as Digital Marketing Manager at Cedarville University in Cedarville, Ohio since 2014. There, he steered the growth of the university's social media outreach and managed the implementation of strategic projects, including a web-based virtual campus tour. Michael also managed content updates and Search Engine Optimization (SEO) for the university's official website.

Previously, Michael spent nearly seven years as Manager, E-Marketing at Washington Gas Energy Services (now WGL Energy), a retail energy supply company in Herndon, Virginia. There, he launched the email engagement program and directed the redesign of the company's website to improve customer conversion rates.

Prior to that, as Director, Online Communications at the National Automobile Dealers Association in Tysons, Virginia, Michael managed the association's award-winning website, e-commerce, and email publications for more than 10 years.

Earlier in his career, he managed member and external communications for the Foodservice & Packaging Institute, a trade association in Arlington, Virginia, and was an account executive at a Washington, D.C. public relations firm.

"We're excited to welcome Michael to the Day Air team and the broad marketing and communications experience he brings to the credit union," said Jannell Eichstaedt, SVP Member Service, CXO. "We look forward to his contributions in expanding our marketing efforts."

An Ohio native, Michael earned his Bachelor of Science degree in Public Relations from Kent State University.



(Image credit: Scott Huck Photography)

*DAY AIR CREDIT UNION, established in 1945, proudly serves businesses and residents of the Dayton Area in southwest Ohio. With over \$331 million in assets and more than 38,000 members, Day Air is a not-for-profit, full-service financial institution. Credit Union members have access to thousands of surcharge-free ATMs and shared branches nationwide. Membership is open to people living, working, worshiping or attending school in the Miami Valley. Visit [dayair.org](http://dayair.org) for more information.*

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