

DAVID "FINK" FINKELSTEIN

MY BRAND

Creative at heart. Strategic by trade. As a kid, I discovered that building Lego towers was more than just play—it was my first lesson in problem-solving, iteration, and imaginative thinking. That mindset still drives me: solve with curiosity, build with purpose, and never be afraid to redesign.

I thrive on motion, but firmly believe one should never turn down tacos. I'm many things: dog enthusiast, average fisherman, decent weightlifter and I take pride in being the most fun high-handicap golfer you'll ever meet.

I bring energy, empathy, and a sense of humor into everything, and I've never met a stranger. The best work—and results—come from teams that enjoy working together.

MY COMMUNITY

EXECUTIVE BOARD

NOCO UNITED FOR YOUTH (2019–PRESENT)

EXECUTIVE BOARD / CHAIR

PARTNERS MENTORING YOUTH (2019–PRESENT)

MARKETING COMMITTEE

BOYS AND GIRLS CLUBS OF LARIMER COUNTY (2017–2019)

MY PROFICIENCIES

- » ENTERPRISE MARKETING STRATEGY
- » BRAND DEVELOPMENT & GTM EXECUTION
- » PRODUCT INNOVATION & COMMERCIALIZATION
- » P&L OWNERSHIP & BUDGET MANAGEMENT
- » TEAM LEADERSHIP & CROSS-FUNCTIONAL ALIGNMENT
- » DIGITAL, SOCIAL, TRADITIONAL MEDIA MASTERY
- » CUSTOMER EXPERIENCE & MARKET INSIGHTS
- » COMMUNITY ENGAGEMENT & CAUSE MARKETING



INSIGHT • STORY • SCALE

LET'S CHAT

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WORK EXPERIENCE

VICE PRESIDENT OF MARKETING

BANK OF COLORADO, CO | 2016 – PRESENT

Executive marketing leader for a regional bank spanning three states and more than 50 locations.

Directed the bank's brand, advertising, communications, PR, and marketing strategy through a period of extraordinary growth—contributing to core deposit growth of over \$3.3B from 2016 to 2024.

Played a key role on the senior leadership team that helped Bank of Colorado rise from \$2.16B to \$5.47B in average YTD core deposits, increasing market share from 1.86% to nearly 3.00%—making it the 6th largest bank in Colorado by share.

Developed and scaled marketing campaigns that resonated across diverse demographics and markets, directly supporting acquisition, retention, and revenue goals.

Designed and implemented brand systems and processes to ensure agility, compliance, and continuity as the organization scaled.

Partnered cross-functionally with product, sales, and leadership teams to align go-to-market efforts and customer experience.

Championed a measurement-first approach, delivering performance dashboards and ROI reporting to optimize spend and strategic priorities.

Managed a distributed team of creatives, content specialists, and marketing ops across multiple locations.

ACCOUNT MANAGER

KARSH HAGAN, CO | 2013 – 2016

Led full-scale marketing strategy for major financial clients, including Bank of Colorado.

Developed SEO and social media strategies that elevated market position and conversion rates.

Worked cross-functionally with creative, media, and UX teams to optimize campaign effectiveness and client satisfaction.

SPECIALIST/TRAINER

APPLE STORE, CO | 2010 – 2013

Delivered product education and personal setup experiences that turned customers into passionate brand advocates.

Consistently ranked among top performers for sales and customer satisfaction.

2025

2016

2013