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LAFCU expands marketing, creative and community engagement team with promotions and new hire

LANSING, Mich. — LAFCU is enhancing its marketing, creative and community engagement capabilities with the promotions of longtime leader Kellie Swiger to head of creative and Tanya Griffin to community financial education and executive assistant, as well as the addition of Ally Hall as digital and graphic designer.

Kellie Swiger has been promoted to head of creative from her previous role as creative director. This marks her second promotion at LAFCU; she was previously elevated from marketing specialist to creative director in 2019.

In her new role, Swiger leads the creative team and oversees innovative concepts across multiple platforms. She manages the development of creative projects to ensure alignment with organizational goals while maintaining high brand standards.

Swiger joined LAFCU 16 years ago after holding graphic design and creative roles at several companies. She began her career at Beyond Interactive in Ann Arbor in 1999 before serving as a web designer at Source One Solutions Inc., working as an independent consultant, and later joining Agate Software, Inc. in Okemos as a graphic designer.

A resident of Grand Ledge, Swiger holds an associate degree in general studies and graphic design from Lansing Community College and a bachelor of fine arts (BFA) with a focus in art and technology from the School of the Art Institute of Chicago. She also completed the Creative Director Bootcamp Program through Miami Ad School and the Creative Placemaking Program from the New Jersey Institute of Technology. During her tenure as LAFCU creative director, the team earned multiple



Kellie Swiger

honors, including four CUNA Diamond Awards, two MCUL Innovation Awards, the MCUL Dora Maxwell Award, the MAC Gold Award for Image Enhancement, and several Service Industry Advertising Awards.



Tanya Griffin

Tanya Griffin has been promoted to community financial education and executive assistant from her previous role as senior member service representative. In this dual role, she supports LAFCU's financial literacy programs and community outreach initiatives, while also providing executive administrative support to the CEO of the StableCommunities Foundation. Griffin brings 24 years of financial services experience to the position.

Prior to her promotion, Griffin regularly volunteered to support LAFCU's financial education efforts, assisting with Financial Reality Fairs and in-classroom presentations for approximately five years. Her passion for community

education and member service has made her a natural fit for the role.

Before joining LAFCU in 2017, Griffin served as an executive assistant at the Lansing Church of God in Christ and held supervisory and customer service roles at Standard Federal Bank in Detroit, which is now part of Bank of America. A Lansing resident, Griffin holds an associate degree and a bachelor's degree in business organizational management from Cornerstone University in Grand Rapids, graduating summa cum laude.

Ally Hall joins LAFCU as digital and graphic designer, creating visual concepts, videos and storytelling assets that support membership growth, product adoption and brand awareness. Their work includes developing 2-D and 3-D imagery, producing educational and community-focused videos, and running A/B testing to optimize campaign engagement.

Hall previously worked as a graphic designer for Walton Insurance Agency and as lead graphic designer at Optic Edge Digital Signs, both in Jackson. A resident of Jackson, they earned a bachelor's degree in graphic design from Spring Arbor University in Spring Arbor.



Ally Hall

“Our marketing and creative team continues to grow in both talent and impact,” said Kelli Ellsworth Etchison, LAFCU’s chief marketing officer and chief diversity officer and CEO of the StableCommunities Foundation. “We’re proud to recognize Kellie and Tanya for their well-earned promotions and excited to welcome Ally to the team. Their talent and dedication will further elevate LAFCU’s brand and community impact.”

About LAFCU

Founded in 1936, LAFCU (pronounced laugh-cue) is a not-for-profit, member-owned credit union open to all who live, work, worship or attend school in Michigan, and to Michigan businesses. LAFCU serves more than 74,000 members and holds over \$1 billion in assets. With a particular focus on serving people of modest means, LAFCU is committed to enhancing its members' financial well-being and creating long-lasting positive change across generations. Awarded the prestigious Dora Maxwell Social Responsibility Community Service Award, LAFCU is known for its people-helping-people mission, which has led to award-winning financial literacy programs for all ages. A three-time honoree as a national ‘Best Credit Union to Work For,’ named a Best Place to Work for Women, and recognized globally for its diversity, equity, and inclusion initiatives, LAFCU stands out for its commitment to creating an inclusive workplace. Learn more at www.lafcu.com.

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