



Allison Maertens is the Vice President of marketing at Hawai'i State FCU, one of the largest credit unions in the state. Allison joined HSFCU in March 2013 and oversees the credit union's marketing and financial education efforts. Under her leadership, the credit union underwent a rebranding initiative in 2014. Allison leads a team responsible for advertising and public relations, online marketing, and member communications and events.

Prior to HSFCU, Allison served as marketing manager at Roberts Hawai'i and Mobi PCS. She was also the director of marketing and business development at Universal City Studios Credit Union and a business development/marketing associate at Los Angeles Credit Union in California.

She graduated from the University of Hawai'i with two bachelor's degrees – one in journalism with an emphasis on public relations, and one in ethnic studies. She earned her master's degree in communication management from the University of Southern California.