



Conor McGeehin
LoanStreet Work Samples

Prepared for Octaura

CAMPAIGN - PRODUCT LAUNCH

LoanStreet Performance Analytics

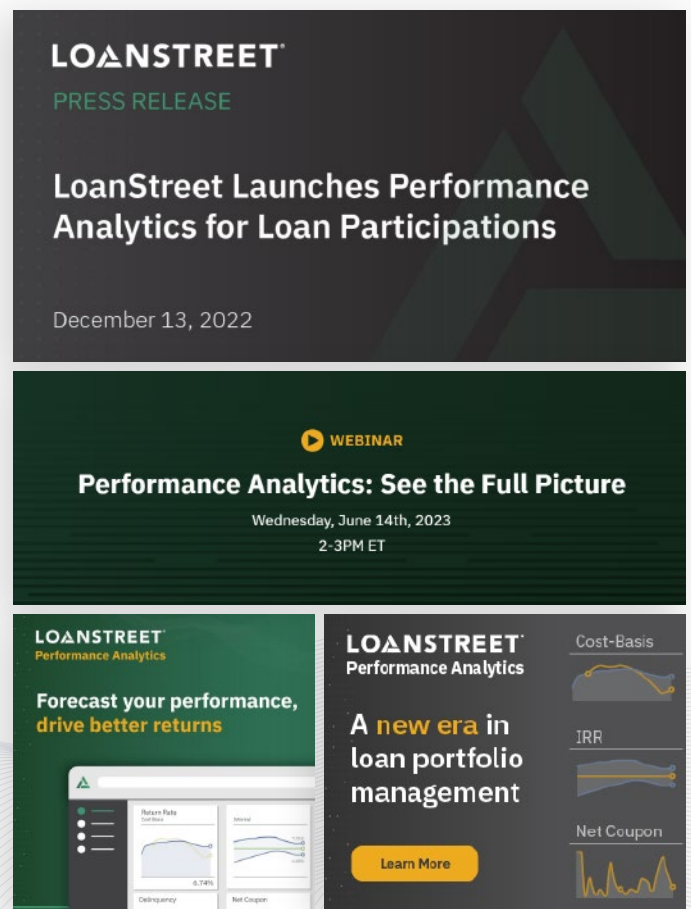
[Link to Landing Page](#)

Overview:

I collaborated with our product and sales teams to develop our product launch campaign for Performance Analytics. This was our widest reaching campaign to date, including the company's first product-specific paid media and advertising efforts.

My Role:

- Asset development
 - Landing page
 - [Press release graphic & post](#)
 - Targeted email campaigns
 - Product one-pager
 - Paid ads: LinkedIn & Callahan
 - [Webinar branding & assets](#)
- Paid ads & organic media
 - Manage media list & outreach
 - [Oversee & optimize PPC ads](#)



E-BOOK

State of the Loan Participation Market

[Link to Document](#)

Overview:

With the support of our CEO & Capital Markets team, I created our first year-end report and market outlook. This was developed as a lead generation tool, for use both internally and in our second LinkedIn PPC ad campaign.

My Role:

- Preliminary research
 - Interview contributors
 - Gather in-house data trends
 - Synthesize initial findings
- Document development
 - Design custom assets
 - Source imagery & data
- Create promotional material
 - [Landing page](#)
 - [PPC ad images & copy](#)



CASE STUDY

Alta Vista Credit Union

[Link to Document](#)

Overview:

I developed a case study for the sales team to highlight a client's success using LoanStreet's platform. We emphasized their new capacity to connect with buyers and deploy excess liquidity, even during a period of dwindling loan origination.

My Role:

- Preliminary research
 - Analyze public financials
 - Review CRM data & trends
 - Develop narrative structure
 - Write initial client questions
- Document development
 - Establish key data points
 - Create & format charts
 - Write initial copy
- Create promotional material
 - [Landing page](#)
 - Client email campaign

LOANSTREETCase Study

How Alta Vista Credit Union Met Their Balance Sheet Goals With LoanStreet



Alta Vista Credit Union			
Employees 50	Website altavistacu.org	Location Redlands, CA	Assets \$232 million (as of 2Q23)

Background

Alta Vista is an 80-year-old community-chartered credit union serving San Bernardino and Riverside Counties in California. During the Covid-19 pandemic, Alta Vista, like many credit unions, was faced with the challenge of increasing liquidity and dwindling loan origination volume. To increase return on assets, Alta Vista chose to partner with LoanStreet to deploy liquidity through purchasing loan participations.

Within four months of closing their first trade on the LoanStreet Marketplace, Alta Vista built a substantial buy-side participation portfolio that allowed them to quickly meet their goal of deploying excess liquidity. Subsequently, as liquidity tightened and loan originations increased, Alta Vista was able to sell their first pool using the LoanStreet platform, all of which was streamlined by LoanStreet's automated reporting and analytics solutions. Among the successes of Alta Vista's participation efforts were:

13 New Participation Partners	9 Buy-Side Trades Executed	5.2% Increase in Loan-to-Share
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Case Study - Alta Vista Credit Union

CAMPAIGN - EVENT

LoanStreet's 4th Annual Virtual Forum

[Link to Landing Page](#)

Overview:

I was charged with developing a branding campaign for the company's yearly online forum. I created a comprehensive event brand kit, which was then used to standardize all related assets, creating a professional, structured, and easily recognizable look.

My Role:

- Asset development
 - Landing page
 - Email campaigns
 - Event backdrop & templates
 - [Social media graphics & copy](#)
 - [Post-event summary](#)
- Host live event
 - Manage event backstage
 - Control session transitions
 - Troubleshoot technical issues



WHITE PAPER

What to Expect When You're Expecting Losses

[Link to Document](#)

Overview:

I collaborated with our capital markets team to design, lay out, and promote this white paper on loss expectation modeling. This piece was developed in response to the positive feedback of our previous, in-depth loan analysis thought leadership.

My Role:

- Document development
 - Provide copy edits
 - Develop document structure
 - Design cover & create charts
- Create promotional material
 - [Landing page](#)
 - [Social media graphic & copy](#)

