

Credit Union of Texas



For nearly 100 years, Credit Union of Texas (CUTX) has provided financial services to members located throughout North and East Texas. CUTX initially hired Cooksey to develop a strategic communications program elevating awareness of the credit union's differentiators, including its deep corporate social responsibility commitment.

Through purposeful media relations, thought leadership, executive visibility and community engagement efforts, Cooksey helped CUTX earn prominent coverage in local, hyperlocal and industry publications for its giving-back efforts and member-focused initiatives. Cooksey also provided strategic counsel and media relations support for CUTX's companywide vaccine mandate initiative, ensuring a smooth transition and positive media reports.

Cooksey also manages an extensive award nominations program to bolster CUTX's credibility, showcase its industry expertise and feature its community philanthropy. As a result, CUTX earned the BBB Torch Award for Ethics, was a finalist for the D CEO Corporate Citizenship Awards, and was recognized as Business of the Year by the Allen Chamber of Commerce. CUTX CEO Eric Pointer also received the CRMNEXT Right on the Money Award, celebrating innovation and ingenuity among credit union leaders.

