



CHELSEY FU

CAP COM Federal Credit Union

Chelsey Fu is the Marketing Operations Manager at CAP COM Federal Credit Union. In this role, she develops strategic business plans supported by tactics that generate results: from marketing assets through the pipeline to sales. Her expertise includes tracking marketing KPIs and interpreting consumer behavior data.

Chelsey leads a high-performing Digital Marketing and Product Development team that strategizes, innovates, and manages the organization's digital channels. Foremost is a focus on optimizing CAP COM's product offerings and the member experience. Platforms include email, social media, website, online banking, and CRM systems. Adapting to the needs of those around her, Chelsey strives to lead with passion and empathy. Her leadership style has received notice throughout the organization, landing her the Top Leadership Award twice at CAP COM.

Chelsey grew up in China and earned her bachelor's degree in Business Administration from Northeast Normal University. She pursued her master's degree in Business Administration from Delaware State University in 2009 and has been resident of the U.S. ever since.

She is an active participant in CAP COM's Diversity and Inclusive Group and enjoys volunteering with the CAP COM Cares Foundation. Chelsey is also an ardent advocate of young professionals, helping to nurture career development as a participant in the YPN Executive Mentorship program and in CAP COM's Mentorship program.

In her free time, Chelsey enjoys running, hiking, reading, and cheering her twin kids at all of their sports games. She currently resides in Clifton Park with her husband, two children, a cherished rescue dog, and two turtles.