



CRYSTAL COOPER MATHIS PARTNER, CHIEF MARKETING OFFICER

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My NET WORTHWHILE™ is understanding the stories that frame others and their experiences.

Adept at devising inventive, authentic brand narratives, Crystal helps elevate and amplify SignatureFD's story among current and prospective clients and partners. She has nearly 10 years of experience in developing and executing needle-moving marketing campaigns and driving integrated communications strategies. She has earned top awards from both SABRE and PRSA for her work.

Prior to SignatureFD, Crystal worked at Cardlytics, a fintech and adtech company, where she led their communications strategy and helped bring them through IPO. Before that, Crystal worked for Porter Novelli, a leading communications agency. During her time there, she helped clients position their brand among target audiences and in key outlets, including the New York Times, Wall Street Journal, and Fast Company. Crystal has her Bachelor of Arts in mass communications-public relations from the University of South Florida and has received a Certificate in the Leading with Finance course with Harvard Business School online.

Crystal serves as vice chair for Rainbow House, an organization that provides services to shelter, champion, and heal abused, neglected, exploited, and abandoned children.