




Daron O'Brien

Digital Marketing Specialist

Personal Info

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-  3232709810
-  Long Beach, United States of America
-  06/26/1990

Education

- **Bachelor of Arts**
University of California,
Santa Barbara
Aug 2008 - Jun 2012

Skills

SEO - Expert

Analytics - Expert

Social Media - Expert

Content Marketing - Expert

Email Marketing - Expert

Advertising - Expert

Design - Expert

Work ethic - Expert

Communication - Expert

Teamwork - Expert

Strategy - Expert

Interpersonal skills - Expert

Summary

Digital Marketing Specialist with 3+ years of experience in SEO, PPC, and social media campaigns. Proven success in optimizing campaigns to maximize ROI and drive brand growth. Results-driven Digital Marketing and Marketing Specialist with over 10 years of experience in the insurance industry experiential marketing. Proven expertise in developing and executing innovative marketing strategies that drive customer engagement and lead generation. Skilled in SEO, SEM, content creation, and data analysis to optimize marketing efforts and achieve business objectives.

Work Experience

Marketing Specialist, Life & Annuity Masters, Simi Valley

February 2017 - September 2023

- Coordinated digital marketing initiatives across multiple platforms, enhancing online engagement.
- Assisted in the development of SEO strategies that improved website traffic, contributing to increased lead generation.
- Managed social media accounts, growing followership by over 400% through innovative content strategies.
- Spearheaded the launch of a new insurance product line, achieving an increase in market penetration within the first year.
- Conducted comprehensive market research to identify consumer trends and competitive insights, informing strategic decision-making processes.
- Implemented CRM strategies that improved customer retention rates through personalized communication and targeted campaigns.

Marketing Specialist, Fosters Financial Services

August 2015 - January 2017

- Developed and implemented innovative marketing strategies to drive awareness, engagement and sales for a variety of agents.
- Spearheaded the successful launch of multiple new product lines, resulting in increased customer interest and profitability.
- Managed day-to-day operations of a team of 5 employees, providing feedback and guidance to ensure peak performance.

- Constructed and managed social media campaigns to expand their brand identity and reach new audiences.
- Conducted detailed market research to identify consumer trends and preferences.
- Led website optimization efforts to ensure a seamless user experience and maximize conversions.
- Analyzed data from various marketing channels to assess performance and make recommendations for improvement.

Digital Marketing Specialist, 360 Agency, Sherman Oaks

July 2012 - June 2015

- Developed and executed successful digital campaigns to increase brand awareness and website traffic.
- Utilized SEO strategies to optimize websites and increase organic search visibility.
- Implemented A/B testing techniques to measure and optimize content performance.
- Develop integrated marketing strategies that enhance brand awareness, engagement, and conversions. Developed and implemented digital
- Oversaw the execution of SEO, SEM, email, social media, and display advertising campaigns,
- Led a team of 4 marketing specialists, optimizing performance and fostering professional growth.
- Assisted in developing successful digital marketing campaigns for top cellular providers that increased monthly website traffic
- Conducted market research and competitor analysis to inform marketing strategies.
- • Achieved an increase in social media engagement by collaborating with the social media team.