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# DARON O'BRIEN

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## Marketing Manager

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### Work History

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Jan 2013 - present

Digital Coordinator

*360 Agency*

- Daily management and monitoring of agency's primary accounts – including all postings on the specific clients Social Media platforms
- Establish budgets, scheduling and benchmarks for online campaigns
- Help create comprehensive action plans incorporating noted Social Media channels to drive targeted viewership
- In-depth knowledge of all relevant social sites – including but not limited to, Facebook, Instagram, Pinterest, Twitter, Youtube, etc.
- Develop strategies, tactics and editorial calendars to support client priorities, including – research, writing, scheduling and actual posting
- Keep up with current and future trends of Social Media, a “go to” person within the office for all inquiries surrounding social networks
- Prepare presentations and proposals for clients and transfer feedback to internal resources in a concise and meaningful way

Sep 2012 - Dec 2012

Marketing Manager

*Urbindra Entertainment Media Corporation / Urban Icon*

- Develop strategies, tactics and editorial calendars to support venues, including – research, writing, scheduling and actual posting

Nov 2011 - Nov 2012

Marketing/Promotion

*Tonic Nightclub*

- Plan and assist production department for live/finale events

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### Education

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Jun 2008 - Jun 2012

Bachelor of Arts (B.A.)

*University of California, Santa Barbara*  
Communication