

Daron O'Brien

Marketing Specialist



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FFP Insurance Services

April 2017 - Present

Farmers Insurance Group

Jun 2014 - April 2017

360 Agency

Dec 2012 - May 2014

Urbindra Entertainment Media Corporation / Urban Icon

Jun 2012 - Dec 2012

SCV Pharmacy

2005 - 2012

University of California, Santa Barbara

Jun 2008 - Jun 2012

Work experience

Marketing Specialist

- Successfully build relationships with key producers to discuss sales concepts, marketing campaigns, and product information.
- Maintain and grow an individual sales revenue goal or enhanced team sales goal.
- Proactive calling to all assigned agents to build block of business.
- Develop new business by recruiting new agents and growing existing agent groups to maximize revenue potential.
- Work to coordinate and execute local marketing efforts and communications.

Commercial and Health Insurance Producer

- Prospecting, networking, and producing new Property and Casualty business insurance policies and accounts
- Solicits and quotes new business- Commercial Business, and Health Insurance
- The renewal retention of existing accounts

Digital Coordinator

- 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

Marketing Manager

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

Pharmacy Clerk

Education

Bachelor of Arts (B.A.)

Communication