

Owen Thomas

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1031 Spring Street,
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PROFESSIONAL EXPERIENCE

Allied Mortgage Group, *Bala Cynwyd, PA*

(Mar. 2022-Dec. 2023)

Digital Marketing Strategist

- Managed the digital outreach and recruitment strategies of over 26 branches and 2 joint ventures.
- Collaborated with Senior Loan Officers in creation of personalized social media pages, Branch pages, Google Business pages, and content scheduling.
- Presented monthly marketing plans that emphasized upcoming loan program promotions.
- Developed unique digital sales funnels, targeting both Realtors and First-Time Homebuyers.
- Leveraged Total Expert to create enduring materials like drip email campaigns, customer journeys, print flyers, trigger campaigns, and social media tiles.
- Designed the UI and information architecture for the launch of Allied's new website.
- Ensured accurate and timely compliance of marketing materials and licensing for all L.O.'s.

INSMAX Insurance Brokerage, *Collegeville, PA*

(Dec. 2019-Apr. 2022)

Marketing Associate

- Assisted over 60 Financial Professionals with their outbound marketing activities to potential clients.
- Optimized company website using WordPress, to streamline the onboarding of new clients.
- Produced and edited INSMAX video library, including a biweekly webinar series and 'INSMAX Insights' video series.
- Designed Digital Marketing Strategy to produce a marked increase in KPI's, such as conversion rate, website traffic, and onboarding of new agents.
- Worked jointly with RIA's, Wealth Advisors, and CPA's to match Life Insurance, Annuity and LTC products to the financial planning goals of the client.

EDUCATION

Bachelor of Science in Marketing

West Chester University of Pennsylvania

(2014-2018)

University of Nicosia, Cyprus

(Fall 2016)

TECHNICAL SKILLS

Adobe- Premiere Pro, Illustrator, Photoshop, InDesign

CRM/CMS- WordPress, HubSpot, Constant Contact, Mailchimp

Social Media- LinkedIn Campaign Manager, Meta Business Suite, Hootsuite, Instagram, TikTok

Google- Business Manager, GSuite, Google SEO, Google PPC

Microsoft- Word, Excel, PowerPoint, Teams, Outlook

References

Furnished Upon Request