

Ryan Johnson

Austin, TX - ryanjnsn11@gmail.com - 860-304-8719 - [LinkedIn](#)

A Digital Marketing Leader in the Financial Tech Industry

I work as a Digital Marketing Lead at BM Technologies, Inc., a fully-remote, financial tech company. I have over 6 years of experience working with 750+ college and university clients across the country and marketing to 500,000+ student account holders.

What I Bring to the Table:

Marketing Campaigns:

- Ability to take company goals, analyze data and figure out where a campaign is needed
- Ability to lead a campaign from inception to execution: writing copy, partnering with Design to create assets, bringing a campaign through the approval process, identifying the correct audience segment, QA'ing the campaign, deploying the campaign, and analyzing metrics to draw insights

Marketing Channels:

- Email
- Websites & acquisition landing pages
- Mobile app and web app content
- Video
- Social media
- Push notifications
- App Store & Google Play
- Paid digital ads

Marketing Technology & Skills:

- Braze & Cheetah Messaging (marketing automation platforms comparable to Salesforce)
- Google Analytics
- Search Engine Optimization (SEO)
- Copywriting
- Photo/video editing: Adobe Photoshop & Premiere
- Photography & videography

Operational & Administrative Marketing:

- Customer email notices
- Content review & approval process
- Marketing audits and documentation requests
- Customer service queue
- Competitive intelligence
- Customer facing FAQs
- Led four major initiatives to update all marketing assets/channels to reflect major changes including: a company name change due to an IPO launch on the stock market, a logo refresh, a postal address change, and a bank partner migration

Banking & Compliance Marketing:

- Account terms & conditions
- Fee schedules
- Privacy policy & annual privacy notice
- Upkeep interest and APY content and disclosures

My Journey

2019 - Present: BM Technologies, Inc.

Digital Marketing Lead

2025

- SEO - currently leading the SEO strategy for our student bank account website, vibe.bmtx.com.
- Early lifecycle engagement email series - currently revamping our current series with new copy, design, and cadence using Braze's ability to create email journeys.
- Featured cash back offers email - currently managing a monthly email series promoting the month's featured merchants where account holders can earn cash back.

2024

- Home page redesign - managed the redesign of vibe.bmtx.com. Wrote copy to showcase the bank account's main value propositions. Increased average engagement YOY from 22 seconds to 25 seconds. Increased average pageviews per session YOY from 1.36 to 1.43.
- Fall Peak Initiative - assets yielded a 1.75% conversion rate. Initiative projected to lead to \$30,000 in cost savings.

2023

- Fall Peak Initiative - launched the Fall Peak Toolkit, a collection of print and digital assets for our colleges and universities across the country to use to market the BankMobile Disbursement service.
- Next Generation Banking Platform - led the marketing initiatives and content updates for the migration to a state-of-the-art banking platform (web app and mobile app).

Digital Marketing Specialist

2022

- Hulu & Peacock Commercials - wrote the script, cast actors, and worked with a video production company to create a commercial for the flagship service, BankMobile Disbursements. Aired nationally for 90 days.
- Customer Acquisition Landing Page Redesign - led the effort to modernize the design and copy of our account sign up page.

2021

- Mobile App Redesign - led the marketing initiatives surrounding the redesign of the mobile app and related App Store and Google Play content.

2020

- Supported COVID related communication/customer notices for related banking changes.
- TikTok - Launched company TikTok page and contributed to content.

2019

- My Bank Filled My Tank - flew to Alhambra, CA to give gas gift cards to account holders. Ran an email campaign to promote the event. Filmed and created a promotional video of the event.
- Save Your Refund Campaign - created a savings account marketing campaign that resulted in a 23% increase in savings accounts YOY and 31% increase in positive balance.

2014 - 2018 Education & Internship

Bryant University: May, 2018 - 3.5 GPA - BBA: Business Management, concentration in Communication

- FHLBank Boston Marketing & Communication Summer Intern (2017)
- Undergraduate commencement speaker - gave the speech at my college graduation in front of over 5000 people