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**FOR IMMEDIATE RELEASE**

## **AVB Bank Welcomes Dalton Metzger as Digital Marketing Specialist**

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**(Broken Arrow, OK)** – AVB Bank is proud to announce the addition of Dalton Metzger as Assistant Vice President, Digital Marketing Specialist. Dalton brings nearly a decade of experience in digital strategy, paid media, SEO, and broader marketing disciplines to our growing team.

Throughout his career, Dalton has successfully led digital initiatives across a range of industries, specializing in measurable growth strategies and data-driven marketing performance.

In his new role, Dalton will develop and execute digital marketing strategies designed to strengthen customer engagement, drive brand growth, and advance AVB’s digital business goals.

“Dalton brings a wealth of knowledge in all things marketing, with a strong background in agency work and valuable experience supporting financial institutions. He will be an excellent asset to our team,” said Kelli Sowell, Executive Vice President, Marketing & Public Relations.

“I am beyond excited to be joining a great bank with such a strong legacy and passion for serving its community, with deep roots in Broken Arrow,” said Dalton.

A graduate of Oklahoma State University (OSU), Dalton holds a Bachelor of Science (BS) degree in Business Marketing. His strong academic foundation, combined with extensive industry experience, positions him well to support AVB’s digital initiatives.

AVB Bank is excited to welcome Dalton and looks forward to the leadership, creativity, and innovation he will bring to the organization.

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Founded in Broken Arrow, Oklahoma, in 1905, AVB Bank, a sixth-generation family-owned community bank, is celebrating 120-years of serving the Tulsa and Broken Arrow communities. The Bank offers a variety of competitive deposit and lending solutions for businesses and individuals, including checking and sweep accounts, mortgage lending, commercial and small business loans and lines of credit, commercial real estate finance loans, credit cards, merchant services, remote deposit capture, as well as mobile and online services including bill payment, mobile deposit, small business mobile deposit and cash management.

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