

Melissa "Kat" O'Connor

Chicago, IL 60625 ♦ (773) 793-9488 ♦ kat@autumneve.com

portfolio: www.autumneve.com

Summary

An adaptable and highly creative professional, with significant experience in design, marketing, branding, and strategic planning. People-oriented, with strong social media, community-building, and customer engagement skills. Results-driven and detail-oriented, with excellent writing and communications skills. Facilitates the flow of information among team members.

Technical Skills

- Adobe Dreamweaver CS5
- Adobe Photoshop CS5
- Adobe InDesign CS5
- Adobe Creative Suite CS5
- MS Office Professional 2007
- MailChimp
- Exact Target
- WordPress
- Blogger
- HootSuite
- TweetDeck
- Google Analytics
- Google Documents
- Google Calendar
- Google Plus
- Twitter
- Facebook
- YouTube
- Vimeo
- Flickr
- XHTML
- CSS
- JavaScript
- PHP

Professional Development

Tribeca Flashpoint Academy, Chicago, IL 2011

- Social Media Marketing.
- Certified eMarketing Associate (CeMA) and Search Engine Marketing Professional Organization (SEMPO) certifications.

Chicago Career Tech, Chicago, IL 2011

- Selected out of 2,000 applicants for one of 280 slots to participate in a highly competitive, employer-based learning program.

Professional Experience

Little Independent, Chicago, IL 2011

Social Media Consultant

- Executed the social media marketing strategies on a day-to-day basis. Over a three-month period:
 - Web traffic increased from 1,897 to 2,200 unique visitors.
 - Twitter follows increased by over 400 new followers.
 - Facebook fans increased by 311 and monthly active users increased by 33.25%.
- Contributed to ongoing development of its marketing plan.
- Wrote blog articles and press releases, which were picked up by media outlets nationally.
- Researched and conducted outreach to potential partner stores.

Autumn Eve dot com, Chicago, IL 2001-present

Freelance Marketing, Design, and Photography

- Develop strategic marketing plans tailored to client, audience, and communications goals; clients include corporate, small business, and non-profits.
- Develop and execute social media marketing strategies, using platforms such as Facebook, Twitter, and YouTube.
- Design and execute email marketing campaigns, web pages, and other direct marketing, advertising, and communications pieces.
- Provide photography and retouching services for headshots, portraits, and marketing materials.

Life Force Arts Center, Chicago, IL

pro bono,
2009-2011

Marketing Director

- Collaborated with Executive Director to develop overall strategic marketing plan.
- Developed and managed *Transcendent Journeys*, a weekly community spiritual arts-oriented magazine, conceived as the primary communications vehicle.
 - Designed the email pieces, produced each issue, and integrated email pieces with social media channels and website.
 - Cleaned, organized, and managed the mailing list of 1,250 subscribers.
 - Supervised the writers, established publication calendar, and served as interim Managing Editor.

MediaTec Publishing, Chicago, IL

2007-2008

eMedia Manager

- Designed, produced, and tested all electronic media publications, including nine weekly email newsletters, press releases, event notices, and other materials.
- Managed subscriber lists for publications, including handling email responses to newsletters and unsubscribe requests, and assisting IT Manager with bounce and blocklist management. List sizes ranged from 20,000 to 50,000.
- Created custom list queries for special event notices and press releases.
- Managed newsletter ad traffic: coordinated with Sales and clients to receive and place all ad materials for email media.
- Set up all electronic mailings on a daily basis, using StrongMail broadcast mailing software.
- Maintained daily deliverability and sender reputation score reports; maintained weekly open-rate and click-through reports for all newsletters and email advertising.

BeTuitive Marketing LLC, Chicago, IL

2005 –2006

Senior Designer

- Designed electronic and print newsletters, email alerts, and related marketing materials for multiple clients. Developed HTML templates and produced each issue on a monthly to quarterly publication schedule.
- Developed internal systems for greater efficiency in creation and implementation of targeted dynamic content newsletters.
- Collaborated with the publishing team on the development of each client's marketing strategy, especially as it pertained to design, targeting varied audiences, and integration with client's existing marketing and branding.
- Maintained the company website and blog, including monthly portfolio updates. Contributed content to blog.
- Designed proposals and other sales collateral.

Education

Drew University

1993-1997

- B.A. in Theatre Arts, graduated *Summa Cum Laude*, May 1997.
- Liberal arts education, with emphasis on acting and playwriting, and minors in creative writing and music.

Professional Associations

Chicago PhotoCOOP

member since 2009

Case Studies

Little Independent Social Media Marketing

In June 2011, Little Independent launched its website, an online marketplace for sale merchandise from independent retail stores. To support this launch an intensive social media campaign was initiated; this included seeking out and engaging in conversations with those holding similar "shop local" values. The campaign was executed across multiple channels including active daily participation in online conversations on Facebook and Twitter, as well as traditional direct mail and email outreach. In addition to expanding its visibility – Twitter followers increased by over 400 and monthly active Facebook users increased by over 33% in a three-month period – the success of the marketing campaign encouraged an additional 15 retail stores to partner with Little Independent in that same time period.

>> <http://www.autumneve.com/designer/LitInd.php>

Life Force Arts Center Ezine, Email Marketing, Marketing Strategy

LFAC spent their first eight months of existence in a gradual process of defining themselves, their audience, and their mission. After the success of their First Annual Chicago Festival of Spiritual Art in May 2009, they determined that they'd discovered an identity which worked really well, and it was time to create a more focused marketing strategy. Their ezine, *Transcendent Journeys*, was a cornerstone of this plan, which allowed them to build relationships with their audience, and to develop a sense of participation and community. Email marketing also allowed them to integrate other marketing channels into a cohesive overall strategy, from their website and blog, to emailed press releases and event announcements, to social media such as Facebook, Twitter, and YouTube. The ezine was exceptionally successful, with click rates nearly double the industry average.

>> <http://www.autumneve.com/designer/LFAC.php>

Supervillain University Website

In July 2007, [Alleged Enterprises](#) had just completed its latest card game, [Supervillain University](#), and was set to launch it at GenCon Indy in six weeks. With limited time left before the convention, its staff decided to create some "buzz" around it with a campaign combining viral marketing strategies and a website. Keeping its audience in mind, the website was designed as a humorous spoof of legitimate university websites and included an "admissions test" quiz, the results of which could be posted to blogs and otherwise shared online with the gaming community. The entire campaign was closely collaborated with the principals and their technical staff, and turned around in two weeks, so that the viral meme would have time to spread.

>> <http://www.autumneve.com/designer/SVU.php>

Advanced Clinical Services Email Newsletter

ACS is a recruitment company that specializes in placing medical professionals in clinical drug trials. It was looking for a way to keep its brand in front of clients and consultants, while standing out from competitors. The original concept of the newsletter was to provide relevant industry news to subscribers. After the first issue, this was re-worked into a publication providing information on work-life balance, which enjoyed tremendous success. Subscribers frequently responded with personal email, saying how much they enjoyed the newsletter. In addition, this issue placed as a finalist in the 2006 Stevie Awards (Online Ad Campaign), was awarded third place in the Newsletter and Electronic Publishers Foundation's 2006 Marketing Award (Non-Print Marketing), and placed second in the 2006 ACE Awards (Email Campaign).

>> <http://www.autumneve.com/designer/ACS.php>