

Melissa "Kat" O'Connor

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portfolio: www.autumneve.com

Relevant Skills

Software:

- Dreamweaver 8
- PhotoShop CS2
- Adobe InDesign CS2
- Adobe Acrobat 8 Professional
- Adobe Illustrator CS2
- MailChimp
- Exact Target
- StrongMail
- Typepad
- WordPress
- MS Office Professional 2007

Web Technologies:

- XHTML
- CSS
- Javascript
- PHP

Operating Systems:

- Windows XP
- Mac OS 10

General:

- Visually and intellectually creative
- Excellent design, marketing, branding, strategic skills
- Excellent user experience and information architecture skills
- Excellent writing and communication skills
- Quick to learn, adaptable
- Multi-tasking in high-volume and time-sensitive environments

Professional Experience

Life Force Arts Center, Chicago, IL

Marketing Director

- Collaborate with Executive Director to develop overall strategic marketing plan.
- Developed and currently manage *Transcendent Journeys*, a weekly community spiritual arts-oriented ezine conceived as the primary communications vehicle:
 - Designed the email pieces; produce each issue; integrate email pieces with social media channels and website.
 - Cleaned, organized, and currently manage the mailing list; list size 1250.
 - Supervised the writers; established publication calendar; served as interim Managing Editor.

pro bono,

May 2009 – present

Autumn Eve dot com, Chicago, IL

Freelance Marketing, Design, & Photography

- Develop strategic marketing plans tailored to client, audience, and communications goals; clients include corporate, small business, and non-profit.
- Design email marketing, web pages, other direct marketing, advertising, and communications pieces.
- Furnish photography services for events, portraits, marketing materials, etc.

Mar. 2001 – present

MediaTec Publishing, Chicago, IL

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, press releases, etc.
- 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.

Mar. 2007 – July 2008

Jan. 2005 – July 2006

BeTuitive Marketing LLC, Chicago, IL

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 development and implementation of dynamic content newsletters, including rulesets based on list segmentation, using Exact Target email service provider software.
- 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.
- Hired, trained, and managed the creative/production team.
- Performed technical maintenance and contributed content to company blog (Typepad software).
- Maintained the BeTuitive company website, including monthly portfolio updates. Integrated web forms with Exact Target and Salesforce.com databases.
- Designed proposals and other sales collateral.

Leo Burnett / Arc Worldwide, Chicago, IL

Developer / Production Artist

- Implemented website pages, page templates, style sheets from source files provided by design department.
- Developed advertising banners utilizing Flash and PointRoll technologies; developed other webpage elements, such as Flash-based imagemaps.
- Contributed to:
 - US Army Reserve website re-design
 - Energizer viral marketing campaign
 - Cadillac Flash/PointRoll banner ad campaign

contractor,
Oct. 2004 – Nov. 2004

Demi & Cooper Advertising, Elgin IL

Production Artist

- Maintained and updated client websites, including content changes, image optimization/design, coding updates, and adding new sections within existing websites.
- Implemented website redesigns by transferring content into new page templates and restructuring site architecture.
- Provided design assistance to lead designer as necessary.

contractor,
Aug. 2004 – Sept.
2004

Education

C2 Graphics Productivity

- InDesign CS

Aug. 2004

Digital Bootcamp

- Illustrator CS

July 2004

SkillPath Seminars: The Secrets of Great Graphic Design

- In-depth design and typography workshop.

July 2003

Drew University

- BA 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.

1993 – 1997

Professional Associations

Digital Eve Chicago

- Member since 2001