

Melissa "Kat" O'Connor

Chicago, IL 60640 ♦ (773) 793-9488 ♦ kat@autumneve.com

portfolio: 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
- Adobe Photoshop
- Adobe InDesign
- Adobe Creative Suite
- MS Office Professional
- 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.

Professional Experience

- Autumn Eve dot com, Chicago, IL 2001-present

Freelance Marketing, Design, and Photography

- Develop strategic marketing plans tailored to client, audience, and communications goals; including integrated multi-channel campaigns incorporating digital, social, email, print. Clients include corporate, small business, and non-profits.
- Develop and execute social media marketing and content marketing strategies, using platforms such as Facebook, Twitter, YouTube, WordPress.
- Design and execute email marketing campaigns, web pages, and other direct marketing, advertising, and communications pieces; including responsive designs, MailChimp and Campaign Monitor Template Languages, and print design.
- Provide photography, photo direction, and retouching services for marketing materials, product shots, headshots, portraits, etc.

- Invictus Digital Consultants, Chicago, IL 2010-2014

Email Marketing Consultant

- Contributed to strategic marketing plans tailored to client, audience, and communications goals.
- Designed, coded, tested, and executed email marketing campaigns.
- Developed and programmed drip campaign logic using Exact Target, including complex multi-stream campaigns.

- 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.

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

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

Professional Associations

Chicago PhotoCOOP

member 2009-2012

Case Studies

Terra Mysterium

Social Media Campaigns, Marketing Strategy

Small theater company Terra Mysterium had been marketing itself inconsistently, making little use of its social media outlets. In June 2011 a campaign was launched to increase its visibility and fanbase by focusing on the channels with the strongest potential, committing to consistent daily Facebook and Twitter management, and contributing content continuously to its blog. Incorporating such tactics as keyword targeting and educational video, these efforts saw steady organic growth over three months: Facebook monthly active users increased by over 270% with 97 new Likes, Twitter followers nearly tripled, and blog traffic increased almost eight-fold. A subsequent campaign for their 2012 Chicago Fringe Festival show included teaser videos and [photos released on social media, print materials](#), and press outreach. In two months they saw 55 new Twitter followers, 66 new Facebook Likes and a nearly 2000% uptick in weekly reach, generating almost \$2000 in sales and \$3300 in donations.

They continued to cultivate their community throughout 2013, developing and implementing an email marketing strategy, as well as hosting live monthly educational events for Chicago's Steampunk community. Building upon their previous successful strategies, they incorporated this community outreach, social video, and [email marketing](#) into their Fall 2013 fundraising campaign. Having doubled their funding goal, they monitored the campaign progress carefully, sending social and email messages at strategic points. They once again met their goal a week before the campaign closed; and took that opportunity to communicate both gratitude and clearly defined stretch goals to their community via multiple channels. As a result, they [exceeded their goal by more than \\$1500](#), for a total of \$8040. This campaign funded an ambitious theatrical production which included live magical effects and projected animation, for a completely sold-out run.

In April 2014 they reached 1000 Likes on their Facebook page, all of which were earned organically.

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.

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.

>> [View case studies / portfolio.](#)