

ANNIE O'CONNOR

ABOUT ME

Content expert with 5+ years of experience cultivating innovative social creation. With a deep understanding of social platforms and forecasting evolving trends, I can create and edit content, art direct, and reporting analysis to monitor performance and drive innovation. In addition to being organized and detail oriented, I have strong digital, oral, and written communications skills as well as a variety of skill sets ranging from Adobe Suite to Microsoft Office. I value data driven strategies to execute high performing creative initiatives. Adept in content creation, social media management, audience development, and digital marketing ideation.

EXPERIENCE

AO'Creative LLC • New York, NY

Content Creator, Social Media Manager, Freelance Writer

- Manage content creation; responsible for creating, reviewing and editing content
- In front and BTS content production
- Development of creative strategy and operations
- Develop copy for websites, emails, social media, marketing materials, and other platforms
- Writing blog posts, editorial features about industry-related topics
- Generating traffic and leads for new business through SEO strategy and trend forecasting to optimize content
- Graphic design and digital illustration work
- Manage content creation; responsible for creating, reviewing and editing content
- In front and BTS content production
- Development of creative strategy and operations
- Develop copy for websites, emails, social media, marketing materials, and other platforms
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- Graphic design and digital illustration work

With Clairty • New York, NY

Social Media Manager, Content Creator

- Plan content calendars to showcase products, highlight key brand messages, and capitalize on seasonal or special events (holidays, new collections).
- Content Creation and Management: -Oversee the creation of visually appealing and on-brand content (photos, videos, and graphics) that showcases jewelry designs.
- Operate as face of brand for content shoots in video, photo, and voice over
- Community Engagement: - Manage customer relationships by responding to comments, messages, and reviews to build a loyal online community.
- Developing and executing a comprehensive social media strategy to increase brand visibility, engagement, and sales.
- Foster engagement by running interactive campaigns such as giveaways, user-generated content promotions, or live sessions showcasing jewelry designs.
- Brand Awareness & Growth- Focus on expanding the company's social media presence to reach a broader audience, particularly within the fashion and luxury sectors.

The Tox Technique • New York, NY

Content Manager; Contractor

- Create and manage content creation and strategy across social media platforms
- Additionally responsible for all editing well
- Oversee the creation of visually appealing and on-brand content (photos, videos, and graphics) that showcases brand.
- Trend forecasting; ahead of trending concepts and creative development
- Development of community and PR relations including customer insights and growth acquisition
- Curate editorial initiatives for site and social
- TikTok prioritization including video, editing, and analysis
- Weekly email marketing creation, management, and analysis
- Expansion of brand awareness through social platforms and influencer expansion
- Product Design and packaging for The Tox Shop new items
- Pre and post social platform analytic reporting

Adrianna Papell • New York, NY

Social Media & PR Manager

- Lead social and PR strategy and content creation across social media platforms
- Oversee and execute social best practices, and day-to-day activity on all relevant social platforms
- Conceptualize, curate, manage and lead the implementation of compelling content and programs across various social platforms
- Own, develop, and present strategic social plans, campaigns, and frameworks with minimal oversight.
- Direct and manage influencer marketing strategies to maximize engagement, new user acquisition, and growth.
- Analyze effective benchmarks for measuring performance and impact of social media efforts to determine campaign effectiveness
- Manage relationships with PR Agency, content creators and influencers and engage in social conversation.
- Stay ahead of key industry trends and algorithm changes, competitive insights and emerging platforms and best practices.
- Collaborate with the Marketing Team on branding initiatives and partnerships
- Understand and implement Creative Directors' brand vision across all social channels.
- Provide ad-hoc, biweekly, and monthly analysis on qualitative and quantitative performance and recommendations for organic content optimizations

Amazon Fashion • New York, NY

Marketing Manager; Fashion Influencer Program

- Create content and content scope of works for influencers
- Define and implement go to market plans to build awareness, grow traffic, and meet business objectives
- Enhance and oversee the cross-functional marketing planning process and tools to drive alignment across the marketing team and communicate plans
- Create beauty and fashion product driven campaigns and content scheduling
- Define brand and product messaging platform to engage and educate customers.
- Develop owned/organic social media strategies for social platforms to build awareness, foster engagement, and grow traffic
- Leverage data to increase the productivity of our marketing efforts and with the Business Intelligence team to refine reporting, build models, diagnose areas of underperformance and identify growth opportunities
- Think strategically and creatively about new ways to introduce brand to new customers and increase relevance.
- Daily contact with talent/influencers organizing productivity, performance goal, and dates

Coveteur • New York, NY

Audience & Development Manager

- Contribute weekly to beauty and fashion editorial content pieces.
- Collaborate with Editorial, Production, and Sales teams to develop and execute data-driven audience growth plans that are consistent with the brand's editorial mission across a variety of platforms and maximize customer monetization
- Trend forecasting, Source beauty content and knowledge of trends and products to assist editorial execution. Identify new emerging digital trend opportunities
- Project manage all audience development touch points (Social, Newsletter, SEO, Partnerships) and their associated components
- Create and use data to inform optimizations throughout the conversion funnel ranging from distribution to on site experience
- Manage all analytics projects and reporting (recurring and ad hoc) to measure content performance, audience development initiatives, and consumer marketing efforts, and work to optimize them according to business goals
- Lead email strategy to work with editorial to manage testing and optimization

Hearst Digital Media • New York, NY.

Audience & Development Specialist

- Create and analyze campaigns to drive traffic to top websites including: Country Living, Cosmopolitan, Delish, Elle, Elle Décor, Esquire, Good Housekeeping, Harper's Bazaar, Marie Claire, Town and Country, Men's Health, Women's Health, and more
- Manage e-commerce & marketing automation platforms including Sail Thru, Piano, & Google Analytics
- Track campaign and email lead generation performance to build reporting strategy
- Create email templates, daily sends, welcome emails, e-commerce and paywall content
- Create Graphic designs for Hearst brands focused in the beauty and fashion space
- Source campaign ideas, support launch, and execution of promotion

CONTACT

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EDUCATION

Fordham University • BA
Emerging Media & Digital Technology, Visual Arts
2014-2018

Parson's School of Design with Vogue
Certificate in Fashion Industry Essentials
2015

KEY SKILLS

Social Media Platforms • Instagram,
TikTok, Facebook, Twitter,
Snapchat, Pinterest, Tumblr, VSCO

Analytic & Marketing Automation
Platforms •

Sail Thru, Piano, Salesforce, Pardot,
Google Analytics, Parse.ly,
Quicksight, Hootsuite

Adobe Creative Suite •
Photoshop, InDesign, Lightroom,
Illustrator, Spark, Sketch, Draw,
Fresco + ProCreate

Fine Arts, Photo & Video •
Film, Digital, Editing, Painting,
Sketch Drawing, Illustration, Mixed
Media

Relevant Course Work • Social
Media, Digital Production,
Photography, Film Photography,
Graphic Design, Visual Thinking,
Mixed Media, Digital Cultures,
Ethical Issues in Media