

# BRIAN T. O'CONNOR

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## SELECTED EXPERIENCE

### DIRECTOR OF EDITORIAL INNOVATION, STUDENT LOAN HERO MAY - JUL 2018

- Developed new content ideas and execution strategies for revenue generation
- Vetted projects to identify opportunities to achieve company-wide audience and revenue goals
- Managed projects cross-functionally across comms, business development, and audience development
- Monitored and measured simultaneous projects including timelines, resource plans, budget, revenue, traffic projections, and KPIs; reported on results and impact to senior executives
- Developed and executed go-to-market plans, including hiring and managing freelance talent
- Developed internal guidelines and training programs to roll out new initiatives

### AUDIENCE DEVELOPMENT DIRECTOR, MORGAN STANLEY JAN 2017 - MAY 2018

- Proposed and executed digital marketing strategies across multiple Firm businesses
- Set marketing strategies, social media campaigns, and wrote copy for internal clients
- Advised and assisted colleagues on new media projects, such as the *Morgan Stanley Ideas* podcast
- Developed and oversaw audience growth strategies via SEO, content creation, and social media
- Performed keyword research, audience segmentation and retargeting, and social media marketing
- Created newsletter subscription campaigns; measured newsletter conversion rate
- Conducted competitive SEO analysis and market research; monitored digital marketing trends

### PARTNER, BRUNCH MONEY CONSULTING JAN 2016-PRESENT

- Provide digital strategy, SEO, and full-scale marketing services for clients in multiple sectors
- Develop marketing and communications plans, copywriting for brand and product launches
- Create strategies for social media, audience development, SEO, copywriting, and digital branding
- Design go-to-market strategies, including copywriting, ghostwriting, and graphic design review
- Write and develop affiliate marketing content for consumer products and financial services

### DEPUTY WEB EDITOR, FOREIGN AFFAIRS FEB 2015 - JUN 2016

- Commissioned and edited articles from expert policymakers, scholars, and journalists; managed edit process
- Developed cross-platform social media strategies that created follower and engagement growth
- Created site's SEO, SEM strategies to increase pagerank and grow audience
- Built publication's web analytics dashboards, onboarded new analytics platforms
- Developed, produced, hosted, and edited the *Foreign Affairs Unedited* podcast

### POLITICS EDITOR, PALGRAVE MACMILLAN DEC 2012 - JAN 2015

- Built a \$1.5 million publishing platform of 80 books per year and 100 freelance writers
- Served as project manager for book projects from conception to publication and publicity

## SELECTED PUBLICATION CREDITS

Foreign Affairs, TIME, New Republic, Fundera, The Awl, Men's Health, Paste, Extra Crispy

## EDUCATION

MANHATTAN COLLEGE — BA, GOVERNMENT AND ENGLISH, CUM LAUDE (2004-2008)

## SKILLS

Adobe Analytics, Target, Photoshop, and Illustrator; Chartbeat; Facebook Business Manager; Twitter for Ads; Google Analytics; Mailchimp; SEO and SEM (Brightedge, SEMRush, Ahrefs); social analytics suites (Sprinklr, Sprout, Hootsuite); Podcasting (Adobe Audition, audio production, editing, and hosting)