

KATIE O'CONNELL
purposeful adventure
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WORK EXPERIENCE:

Tory Burch Foundation, New York, NY

November 2019 - April 2020

Programs Contractor

- Assisted Director of Programs in the Fellowship Program strategic planning of digital and online experience
- Designed interface and content plan for online community of 80 women entrepreneurs across the country
- Managed communication and implementation for 2020 Fellowship interview process, Entrepreneur Marketplace at 2020 Embrace Ambition Summit, and online community

New Degree Press, Washington, DC

August 2018 – July 2019

Author of book Live, LIVE! Creating Community in Music Experiences

- Reimagined the live music experience compiling research, stories and insights from the top event organizers in music, art, wellness, and start-up spaces
- Completed 50+ interviews with experts across the country via phone, video, and in person meetings

Dare to Dream Retreat, Cleveland, OH

August 2018 – May 2019

Event Organizer

- Conceptualized, organized and oversaw inaugural 100 person event including branding, programming, and day of event logistics
- Served as consultant for second event bringing together 1,000 high school female entrepreneurs with keynote Gabby Douglas
- Developed a scalable model for national growth in high school setting

John Carrol University, Integrated Marketing Department, Cleveland, OH

January 2019 – May 2019

Strategic Communication Intern

- Initiated the creation of internship program, developed manual, and internal workflow process
- Developed and produced creative for Instagram campaigns

NBC 5 and Telemundo, Chicago, IL

June 2018 – August 2018

Sales, Marketing, and Production Intern

- Executed sponsorship promotions including special events and giveaways
- Created presentations including sales pitches and case studies for external clients
- Assisted commercial producers in the pre-production and day of shoot needs

RyTech, LLC, Chicago, IL

June 2017 – August 2017

Digital Marketing Intern

- Researched, created, and implemented social media content calendars for 7 client accounts
- Wrote for 10 blogs across range of industries and managed 5 websites using Weebly

La Grange Business Association, La Grange, IL

May 2016 – August 2016

Development and Marketing Intern

- Managed programming, hospitality, social media, and newsletter for weekly farmers market
- Developed, created marketing campaign, and served as tour guide for dessert walking tour sold out over 6-week run

EDUCATION:

John Carrol University, Cleveland, OH

May 2019

Bachelor of Communication with a focus in Integrated Marketing, Minors in Entrepreneurship, Leaderships

Scholars Program, GPA 3.73

Involvement: Campus Tour Guide, Immersion Participant and Leader, John Carrol Women's Entrepreneurship Advisory Council, Tim Russert Department Student Advisor, and Member of Center for Service and Social Action

St. Louis University Spain Campus, Madrid, ESP

January 2017 – May 2017