

# ANDREW O'CONNOR

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## EXPERIENCE

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### Connecticut Sun, Uncasville, CT

#### Account Executive

Jan 2023-Present

- Achieved 164% of 2023 revenue goal in first year as an Account Executive.
- Responsible for mini-plan, season ticket, and group sales through prospecting, lead generation, and past buyers.
- Organize fan experiences, tabling events, and community building opportunities.
- Led planning and group sale efforts for 2023 Camp Day Game:
  - Increased the number of attendees from 1682 campers in 2022 to 3064 campers in 2023.
  - 78 total buses, the third most for an event in Mohegan Sun history and the most in 12 years.

### Virtual, Inc., Wakefield, MA

#### Public Relations Intern

Sept 2021-Dec 2022

- Wrote and published website content and press releases for Virtual clients.
- Sent media pitches and communicated with reporters about client updates and content.
- Completed media research and compiled press lists based on research findings.

### Celtics Life Sports Writer, CelticsLife.com

#### Contributing Writer

Jan 2021-April 2022

- Wrote and developed Celtics and NBA related articles and content.
- Utilized Blogger to incorporate Tweets, YouTube videos, and photos into articles.
- Remained knowledgeable and well-informed about NBA news and statistics.

### Endicott College Tutoring Center, Beverly, MA

#### Peer Writing Tutor, CRLA Level III

Sept 2019-May 2022

- Assisted in improvement of writing skills.
- Supported peers in completion of academic papers and other written assignments.

### Lisa Baker Associates, Andover, MA

#### Marketing Intern

April 2021-Aug 2021

- Interviewed agency clients and wrote website content spotlighting industry updates.
- Developed email blasts, press releases and social media copy.

## EDUCATION

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### Endicott College, Beverly, MA

Bachelor of Science in Marketing Communication/Advertising, Minor in Business Administration

Graduated May 2022

- **Honors:** GPA 3.89, Magna Cum Laude, Dean's List, Endicott Scholar's Honors Program
- **Activities:** President of Lambda Pi Eta, National Communication Association Honors Society; Executive Board Member, Endicott College Tutoring Center; Endicott College Television Anchor; Orientation Leader

## SKILLS

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- Salesforce
- Archtics
- Canva
- Blogger
- AP, APA, MLA Formatting
- Adobe Premiere, FinalCut Pro, Lumen5
- Muck Rack and Cision
- MS Office and Google Suites
- Inside sales and cold calling
- Customer service and event organization
- Copywriting and blog content
- Press lists, media pitches, and briefing documents