

# ANDREW O'CONNOR

## MARKETING AND SALES PROFESSIONAL

### CONTACT

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### ONLINE PORTFOLIO

www.andrewjoconnor.com

### SKILLS

- Knowledge of Archtics ticketing system and Salesforce CR
- Comfortable cold calling and preparing sales pitches
- Copywriting and blog content
- Strong understanding of AP, APA, and MLA writing styles
- Proficient with Google programs
- Familiar with developing press lists, media pitches, and briefing documents
- Completed market research for clients and campaigns
- Comfortable working with Muck Rack, Cision, and Tech News
- Experience with Canva
- Skill with using Blogger
- Basic experience with Adobe Premiere, FinalCut Pro, and Lumen5
- Practiced in social media management

References can be provided upon request.

## EXPERIENCE

### ACCOUNT EXECUTIVE

Connecticut Sun, Uncasville, CT | January 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, the most successful Camp Day in Sun history thus far:
  - Increased attendance by 82%, with the third most buses for an event in Mohegan Sun history and the most in 12 years.

### PUBLIC RELATIONS INTERN

Virtual, Inc., Wakefield, MA | September 2021 - Present

- Write and publish website content and press releases for Virtual clients.
- Send media pitches and communicate with reporters about client updates and content.
- Complete media research and compile press lists based on research findings.

### CELTICS LIFE SPORTS WRITER

CelticsLife.com | January 2021 - April 2022

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

### PEER WRITING TUTOR, CRLA LEVEL III

Endicott College Tutoring Center, Beverly, MA | September 2019 - Present

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

### WRITING INTERN

Lisa Baker Associates, Andover, MA | April 2021 - August 2021

- Interviewed agency clients and write website content spotlighting industry updates.
- Developed email blasts and press releases.
- Wrote social media copy for numerous LBA clients.

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### BACHELOR OF SCIENCE, MAJOR IN MARKETING COMMUNICATION/ADVERTISING, MINOR IN BUSINESS ADMINISTRATION

Endicott College, Beverly, MA | Graduated May 2022

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