Sean**Connors**

314.973.7007 • sean.connors@gmail.com

|  |
| --- |
| /sconnors /in/sconnors  @2xAught7  |

**snapshot**

* Decade-plus experience in web & print copy, social media, advertising and PR
* Communications specialist with campaign, editorial, director-level experience
* Award-winning copywriter/social media director and team leader
* Thrives in creative, team and fast-paced work environment

|  |  |  |
| --- | --- | --- |
| **experience** |  |  |
|  |  |  |

GroupM Next / GroupM • St. Louis, MO 2014 — 2016

**Executive Editor / Manager, Insights**

Identifies trends and insights within the digital media industry that are leading to shifts in thinking or approach. Contributes thought leadership and feedback around content strategy and storytelling. Serves as executive editor and an author for quarterly publication and its associated weekly newsletter. Explores digital media alternatives and business intelligence trends, and develops a point of view, demonstrating creativity and strategic thinking. Oversees the editorial & production calendar for forward-thinking client presentations, specializing in retail (Target, Mars). Crafted content and led agency’s global Twitter presence for GroupM’s exclusive two-day NEXT event, which trended in New York.

Stealth Creative • St. Louis, MO 2013 — 2014

**Senior Social Media Manager / Strategist**

Served as ‘de facto’ social media director, serving as lead in client-facing role and agency pitches. Conducted research and compiled analytical insights for content strategies. Worked with cross-functional teams to deliver consistent brand voice and messaging for agency’s clients. Developed and maintained paid and earned media strategies and set standards for each across multiple digital platforms. Managed social media presences for Fortune 500 clients & a web-only program, increasing each audience by average of 175%.

*Key Clients: AGCO (Challenger & Massey Ferguson brands, ‘The Edge of Farming’), Country Bob’s, Wahl Professional, Weekends Only,*

*A*BSTRAKT Marketing Group • St. Louis, MO 2010 — 2013

**Senior** **Copywriter / New Media Content Strategist / Associate Creative Director**

Presided over formation of agency’s digital division. Supervised social media managers and coached team members on best practices. Led interdepartmental teams and provided insights for brand reputation management and campaign improvement. Continuously monitored changing digital trends on behalf of agency and its clients. Developed integrated campaigns designed to engage audiences across several platforms, both traditional and digital. Served as editorial gatekeeper and senior-level copywriter for content (print, TV/radio scriptwriting and digital media).

*Key Clients: DMEautomotive, Hortica Insurance and Employee Benefits, Intelispend, Studio Branca Salon Spa, Boy Scouts of America*

(cont.)

Sean**Connors** page 2

InsideSTL.com • St. Louis, MO 2006 — 2011

**Assistant Content Administrator /** **Website Consultant**

Sourced and evaluated varying news stories for main site and social media entities. Identified new trends and stories by scouring blogs, social media, local media sites and Internet communities. Routinely updated content across platforms (website and social media). Handled day-to-day management of Twitter account (@insidestl).

EssCeeCreative / The Buried Lead.com • St. Louis, MO 2006 — 2016

**Digital Content Manager /** **Writer**

Provides social media consulting, copywriting & digital strategy services. Authored hundreds of pieces for sports and entertainment blogs. Built website, developed online marketing through use of vigorous link and relationship building and maintained focus to provide readers with timely stories of interest.

WindowCast Digital Networks, LLC • St. Louis, MO 2005 — 2006

**Marketing Consultant / Content Developer**

Orchestrated wide-ranging marketing initiatives designed to penetrate and grow targeted markets. Created and storyboarded content for on-site ad reels. Coordinated with developers to aid in the production of commercials sold. Served as lead copywriter for company’s marketing efforts.

The National System, Inc. • St. Louis, MO 2005

**Copywriter (Contract)**

Created copy for point-of-service (POS) materials for use in promotional campaigns by Anheuser-Busch (Budweiser, Bud Light). Conducted research to ensure accuracy of information on displays and POS collateral.

Southern Graphic Systems • St. Louis, MO 2004 — 2005

**Content Administrator /** **Writer (Contract)**

Produced optimized copy and organized images for massive digital asset management project for Nestlé Purina (Beggin’ Strips, Beneful, Cat Chow, Fancy Feast, Friskies, T-Bonz, Tidy Cats). Enhanced product offerings by providing fresh content (web and images) for retailers and wholesalers.

|  |  |  |
| --- | --- | --- |
| **awards** |  |  |
|  |  |  |

* St. Louis Business Marketing Association’s 2013 Digital Best in Class TAM Award for Social Media Campaign
* St. Louis Business Marketing Association’s 2013 Digital Best in Class TAM Award for Internal, External Newsletter
* St. Louis Business Marketing Association’s 2012 Silver TAM Award for VIP Recruitment Blogging

|  |
| --- |
| **education** |

MBA, Business Management

2001 — 2003

Maryville University of Saint Louis

Bachelor of Arts & Sciences — Communications 1995 — 1999

Saint Louis University