

LAUREN O'CONNELL

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EDUCATION

M.S. Physiology and Biophysics | Georgetown University | 2018 – 2019

B.A. Medical Humanities | Baylor University | 2014 – 2018

PROFESSIONAL SUMMARY

Creative Marketing Leader with 6+ years of experience leading large-scale brand activations, events, and multi-channel campaigns that connect audiences with brands in meaningful, measurable ways. Known for blending creative storytelling with operational excellence to deliver unforgettable experiences, drive customer engagement, and achieve business growth. Experienced in brand strategy, event production, sponsorships, team leadership, and cross-functional collaboration from concept through execution.

EXPERIENCE

Creative Lead – Experiential Marketing, Brand Development & Demand Generation

GQR Global Talent | June 2023 – Present

- Spearhead experiential strategy and creative direction for global campaigns, events, and sponsorship activations, shaping how the brand shows up across touchpoints.
- Develop and execute end-to-end event programs from concept and vendor sourcing to production, on-site leadership, and post-event ROI analysis.
- Delivered \$1.2M in revenue by translating experiential engagement into measurable business outcomes.
- Conceptualized and produced flagship activations including Workday Rising, GQR Yacht Club, and the 15th Anniversary Conference, leading creative design, storytelling, and operational logistics.
- Partner cross-functionally with executives, designers, and sales leaders to ensure creative vision aligns with commercial strategy.
- Directed a full-scale brand refresh, unifying corporate identity across five global divisions and driving 10K+ new social followers in 90 days with consistent 10%+ engagement rates.

Social Media & Culture Manager

Talent Gravity | Sep 2022 – June 2023

- Designed and implemented digital and experiential strategies to elevate brand presence and employee engagement.
- Increased social engagement by 32% through strategic storytelling, campaign design, and community management.
- Strengthened marketing-to-sales integration by developing content systems that supported lead generation and retention.
- Produced internal and external communications that reinforced company culture and employer brand perception.

Senior Talent Coordinator

Electronic Arts (EA) | Oct 2021 – Sep 2022

- Supported creative and operational aspects of internal events, onboarding experiences, and cross-functional initiatives.
- Partnered with global leadership to optimize processes and implement scalable workflows.
- Improved hiring and engagement outcomes by introducing creative touchpoints and communication strategies.

Content Creator & Brand Strategist

Personal Brand | 2020 – Present

- Build and manage an engaged community of 140K+ followers across Instagram and TikTok through original lifestyle, travel, and wellness storytelling.
- Partner with hospitality, fashion, and wellness brands to produce visually compelling, high-performing campaigns.
- Oversee creative direction, content production, analytics, and performance tracking to ensure brand alignment and ROI.
- Maintain 10%+ average engagement through emotionally resonant storytelling and audience-first strategy.

CORE EXPERTISE

- Experiential Campaigns & Branded Activations
- Event Strategy, Production & On-Site Management
- Creative Direction & Brand Storytelling
- Sponsorships, Partnerships & Client Engagement
- Digital Marketing & Social Amplification
- Budget Oversight & ROI Analysis
- Vendor Management & Contract Negotiation
- Cross-Functional Leadership & Team Development
- Trend Forecasting & Innovation