

LAUREN O'CONNELL

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About Me

Dynamic marketing leader with expertise in brand storytelling, event marketing, and social media strategy. Proven track record of elevating brand presence through experiential campaigns, strategic partnerships, and digital content innovation. Adept at creating engaging brand experiences that drive awareness, engagement, and revenue. Passionate about building authentic connections with consumers through memorable brand moments.

Education

BAYLOR UNIVERSITY

B.A. Medical Humanities

2014 - 2018

GEORGETOWN UNIVERSITY

M.S. Physiology and Biophysics

2018-2019

Expertise

- Brand Marketing & Storytelling
- Event Strategy & Execution
- Social Media Strategy
- Digital Content Creation
- Partnership Development
- Community Building
- Creative Direction
- Internal Communications

Experience

Creative Lead

Integrated Marketing, Brand Development & Demand Generation
GQR | June 2023-Present

- **Designed and executed full client journeys** for experiential campaigns, mapping every touchpoint from initial awareness to post-event follow-up to drive measurable pipeline growth.
- **Led concept-to-execution for flagship activations** (Workday Rising, GQR Yacht Club, 15th Anniversary Conference), overseeing event branding, digital campaigns, sponsorships, live activations, and post-event nurture programs.
- **Delivered \$1.2M in revenue** by aligning event experiences with sales objectives and converting engagement into long-term client relationships.
- Collaborated cross-functionally with marketing, sales, design, and operations to ensure creative vision translated into both brand impact and ROI.
- **Built end-to-end event frameworks including:**
 - Pre-event: content calendars, teaser campaigns, registration flows, and audience segmentation.
 - Onsite: booth design, premium activations, curated experiences, and live social integrations.
 - Post-event: lead nurturing campaigns, raffles, and exclusive offers to maximize conversions.
- Directed a global brand refresh that unified corporate messaging and repositioned GQR as a creative leader in staffing and consulting.
- Expanded digital reach, growing global social following by **10K+ in 90 days with 10% engagement** across five divisions

Social Media & Culture Manager

Talent Gravity | Sep 2022 - June 2023

- Developed a strategic social media content plan, growing follower engagement by 32%, amplifying brand presence through targeted content and community management.
- Revitalized web platform integration, significantly increasing email subscriber acquisition by seamlessly incorporating social media efforts into the company website.
- Produced bi-weekly company newsletters, highlighting industry trends and company news, driving increased engagement and positioning the brand as a thought leader.

Senior Talent Coordinator

Electronic Arts | Oct 2021 - Sep 2022

- Redesigned internal processes and workflows, enhancing communication and operational efficiency, streamlining the hiring process, and improving candidate experience.
- Presented strategic initiatives to global executives, advocating for organizational improvements aligned with broader strategic goals to facilitate effective change management.
- Managed the full-cycle hiring process, from candidate assessment to onboarding, ensuring compliance and efficiency in talent acquisition and integration.

Content Creator and Social Media Strategist

Personal Brand

- Built an online community of over 140,000 engaged followers across Instagram and TikTok by creating relatable and aspirational content aligned with brand partnerships.
- **Increased Follower count by 12,000 in 30 days**
- Collaborated with lifestyle and wellness brands to develop authentic, high-impact partnerships that increased brand visibility and drove engagement.
- Conceptualized and executed content strategies, achieving an engagement rate of over 10% and positioning the brand as a lifestyle influencer.