

CONNOR REGAN

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PROFESSIONAL EXPERIENCE

The Irish Tribune

South Bend, IN (Remote)

Senior Content Writer / Senior Editor / Senior Copywriter (Full-Time)

June 2024-Present

- Led editing team management, organized scheduling and content production, led team meetings, managed team performance, and implemented KPI tracking.
- Spearheaded content editing SOP overhaul, daily content editing responsibilities, Google AdSense integration, and advertising negotiation/implementation.
- Crafted and implemented a new production schedule, cross-referencing content performance, publishing day/time of day, and topic breakdowns to develop a streamlined production pipeline.

Long-Form Content Writer / Editor / Copywriter (Full-Time)

Sept. 2023-May 2024

- Specializing in long-form content and archival research. Created the historical research department at the Irish Tribune and covered breaking news reporting with quick production and editing turnaround.
- Created content briefs for internal teams, developing an effective 2-3 day turnaround timetable for each content piece, leading to a personal authorship average of 15,000 reads per article across all platforms.
- Monitor published content analytics; suggest and implement content & formatting adjustments to reflect changes in reader engagement preferences, resulting in a staff-low bounce rate of 24% on articles.
- Ensure consistency of tone and maintain brand standards across all content funnels, including articles, website pages, & social media content, resulting in an 18% improvement in content accuracy & readability.
- Crafted content from 500 words to 8,500 on WordPress and Wix, depending on subject research and company engagement needs.
- Participated in creative brainstorming sessions to generate innovative article and concept ideas, resulting in 11 articles published in my first month..

Summerville Deli LLC. - Groucho's Deli

Summerville, SC (Hybrid)

Senior Copywriter / Marketing Specialist (Part-Time)

June 2024-July 2025

- Wrote and edited website copy for three regional franchise pages and five promotional campaigns, contributing to a 17% increase in average session duration across local site pages.
- Managed four regional sponsorship activations, producing branded graphics, event copy, and social media content that helped generate an estimated 400+ additional attendees across partnered events.
- Designed and distributed customer feedback surveys, achieving a 22% average response rate—well above regional industry norms—and informing three key service updates.
- Executed localized email marketing campaigns with a 28% open rate and 7% click-through rate, leading to a noticeable uptick in in-store traffic during featured promotions.

DH Pace

Denver, CO (Hybrid)

Department Operations Manager / Project Manager (Full-Time)

Nov. 2022-July. 2023

- Completed the "Advanced Management Training" program, and was promoted to department operations manager, charged with directly managing upwards of 25 field technicians and 8 office staff, comprised of both remote and in-person employees.
- Established and built key relationships with customers, bringing in 17 new corporate accounts and increasing overall customer volume by 27%. This resulted in the highest GP month for a single department in the company's history, on 49% margins.
- Reworked posting campaigns and job descriptions, partnered with Human Resources to institute a new comprehensive "New Employee" training manual for both field and office employees, and reimplemented our participation in local & college job fairs, leading to an increase of 30% in employee retention.

Project Manager / Department Coordinator (Full-Time)

Sept. 2021-Nov. 2022

- Efficiently and successfully led more than a dozen long-term projects simultaneously, coordinating with internal departments and external teams to average 39% margins on all projects.
- Led an overhaul of project management procedures, cutting down on inefficiencies and contractor costs, resulting in more streamlined SOPs and a savings of approx. \$350,000 in just 1 year.
- Maintained CRM customer database, updated customer preferences and notes, tracked projects, and overhauled the customer communication protocol, leading to a CRR of 91% over 12 months.

BowTie BBQ Co.

Savannah, GA (Remote)

Senior Copywriter / Social Media Manager (Part-Time)

Oct. 2021-Sept. 2023

- Oversaw/edited all copywriting/content production for the brand - Taglines, social media captions, digital ads, why buys, detail page headlines, email campaigns, print campaigns, billboards, onboarding/welcome emails, transactional emails, store update emails, promotional emails, surveys, save-the-dates for events, abandoned cart emails, and confirmation/shipping templates.
- Headed multiple email campaigns resulting in more than 3,000 email-derived reservations/orders for the restaurant, food truck, and catering business, with a CTR of 9% over 2 years.

- Grew and managed email subscriber list by more than 400% in two years, crafting 2 email newsletters/week.
- Cross-coordinated with marketing, content, design, customer service, and sales teams to evenly distribute workload, deliver high-quality brand-adherent content rapidly, & continually fine-tune marketing approach.

Copywriter / Social Media Coordinator (Part-Time)

April 2019-Oct. 2021

- Crafted all copy for the restaurant, food truck, and BBQ sauce company brands - Website copy, email marketing copy, brand copy, newsletters, social media copy, and direct response copy.
- Implemented target audience research and leveraged analytics to identify content performance trends, resulting in an improved content optimization strategy for higher engagement.
- Pioneered and optimized social media and website content for SEO, utilizing appropriate keywords and metadata for increased visibility on search engines and content changes.

Enterprise Holdings, Inc.

Boulder, CO | Longmont, CO | DIA (In-Person)

Logistics / Management Coordinator (Full-Time)

Dec. 2020-Sept. 2021

- Oversaw production for the largest work group (90+) and fleet size (10,000+) in Colorado, consulting daily with our fleet analytics software and upper management via Slack to help drive performance, map out needs, and identify potential shortcomings to ensure our team has the right tools and resources to be successful.
- Proposed the removal of a 3rd party labor company to management, then led the transition, resulting in a savings of approximately .35K/month.
- Implemented a weekly and monthly data matrix for our employees to track production efficiency, quality, and consistency while setting in place a bonus system based on achievement, resulting in a 29% increase in facility production.
- Consult daily with our fleet analytics software and upper management via Slack to help drive performance, identify needs, and pinpoint potential shortcomings, ensuring our team has the right tools and resources to succeed.
- Helped multiple employees achieve internal promotions, including setting up lead positions to aid in more efficient workflow & team communication and provide a pathway to advancement.

Management Assistant (Full-Time)

Nov. 2019-Dec. 2020

- Completed "Management Training Program" and assumed the role of running daily operations as acting assistant manager, growing branch net profit by \$30/car Y oY by going through P&Ls and finding savings.
- Implemented a new streamlined customer callback and backend management protocol, which accounted for a 16% customer satisfaction jump, resulting in a 93% 6-month average customer service score.
- Achieved 100% employee retention at 3 different branch locations by building personalized plans for employees to fill in gaps, address weak points, and get them promoted within the company.
- Headed the Private Luxury Vehicle Delivery service with The St. Julian Hotel in Boulder, CO, providing white glove delivery and customer service to high-end private clients.

Management In-Training (Full-Time)

Jan. 2019-Nov. 2019

- Achieved 3 Top-5 sales performance awards, placing in the top 25% 6/7 months, and secured a promotion.
- Developed a new protocol to reduce fuel costs, leading to a net fuel savings of \$3/car, resulting in a savings of nearly \$25,000/month.
- Worked to collect more than \$11,000 of invoiced debt from multiple business accounts and insurance companies within 1 week of assuming bad debt accounts

J.G. Regan Esquire

Queens, NY (Remote)

Copywriter / Customer Service Specialist / Social Media Manager (Part-Time)

Nov. 2017-Jan. 2019

- Charged with public and client communications copy, customer service issues, complaints, and requests.
- Website copy, email and web copy, newsletters, SEO, social media copy, social media management & curation.
- Actively engaged with customers & followers across all platforms, including answering questions and making recommendations.

Hennes & Mauritz Boulder, CO

Charleston, SC | Boulder, CO (In-Person)

Department Supervisor / Trainer (Full-Time)

July 2017 - Dec. 2018

- Actively engaged with customers & followers across all platforms, including answering questions and making recommendations. Placed in charge of a men's sub-department, marketing, signage, and sales tracking, as well as presentation and upkeep.
- Led men's department sales team to 4 straight store-record months – Supervised 4 employees' performance & development within the department, leading to 2 promotions.
- Headed on-site marketing for the store, visual merchandising on the sales floor, new display designs, seasonal moves, and feature window displays.
- Assisted management in streamlining work processes to achieve store, department, & individual sales goals.

Sales Associate / Trainer (Full-Time)

April 2014 - July 2017

- Actively engaged with customers & followers across all platforms, including answering questions and making recommendations. Placed in charge of a men's sub-department, marketing, signage, and sales tracking, as well as presentation and upkeep.
- Charged with opening & closing the store, providing customer service to hundreds daily, utilizing POS systems, and stock processing and management.
- Experienced in direct customer styling/personal shopping and white glove customer service.
- Led new employee training and onboarding as a hand-selected H&M-certified employee trainer.
- Selected by upper management to participate in all aspects of a new store opening and set up in Memphis, TN.

SKILLS & PROGRAMS

- **Hard Skills:** Project Management, Personnel Management, Customer Service, Sales, Office Management, Office Administration, Copywriting, Content Writing, Editing/Proofreading, Research, Researching, Account Management, Social Media Marketing/Management
- **Soft Skills:** Attention to Detail, Communication Skills, Critical Thinking, Flexibility, Interpersonal Skills, Leadership, Multi-Tasker, Networking, Positive Attitude, Problem Solving, Teamwork, Time Management, Work Ethic.
- **Programs:** Microsoft 365, iWork, Adobe Creative Suite, Windows, MacOSCana, Excel, Word, Outlook, OneNote, OneDrive, PowerPoint, SharePoint, Teams, Docs, Sheets, Slides, Drive, InCopy, Lightroom, Photoshop, Premiere Pro, Keynote, Numbers, Pages, Wix, WordPress, ChatGPT, Bard, Grammarly, Salesforce, Zoom, Post Planner, Everypost, Slack, Monday, Trello, Asana, Jira, ClickUp, HubSpot, Facebook, Instagram, Youtube, TikTok, X (Twitter), Threads.

EDUCATION

College of Charleston

Charleston, SC

- *Bachelor of Arts in English - Writing, Rhetoric, & Publication*

2017

CERTIFICATIONS

- **Management Training Program Certification** - Enterprise Holdings - 2019
- **Project Management Training Course** - DH Pace - 2021
- **Advanced Management Training Course Certification** - DH Pace - 2022