

# KELSEY O'CONNOR

CONTENT STRATEGIST & COPYWRITER

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## INFO

### Name

Kelsey O'Connor

### Pronouns

She/her

### Location

Chicago, IL

### Phone

630.456.1085

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## EDUCATION

2010 – 2014

**Bachelor of Arts**  
**JOURNALISM**

**Minor in Psychology & French**  
**Concentration in Advertising & Copywriting**

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*Indiana University Bloomington*

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## PROFESSIONAL SKILLS

- Content strategy
  - Copywriting
  - Copyediting
  - Keyword research
  - Search engine optimization (SEO)
  - Content management
  - Campaign creation
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## WRITING EXPERIENCE

- Articles & blogs
- Website copy
- Ad campaigns & landing pages
- Social media (paid and organic)
- Magazines
- Email & newsletters
- Infographics
- Video scripts
- White papers
- Interactive content & quizzes

## WORK EXPERIENCE

2018 – Present **Senior Content Manager / envisionit agency**  
Chicago, IL

- Create and manage website content for an award-winning, industry-leading brand website that serves more than seven million users annually
- Develop and implement content strategy for popular brand blog, which produces new content weekly
- Oversee a team of freelance writers, including creating detailed briefs, editing their work, and providing feedback
- Manage content creation process, including creating content calendars, editing content, and performing keyword/SEO research
- Monitor and assess content performance to make strategic improvements
- Drive client identity through creation of brand voice/tone guidelines
- Collaborate on digital marketing campaigns, including copywriting, providing creative feedback, and preparing work for client review
- Work closely with the client, including participating in regular client meetings and presenting creative work
- Consult on new business pitches for potential clients across industries as the agency's content strategy expert
- Interview, approve, and onboard new hires to the internal team

### Accomplishments

- Increased organic search traffic to the brand blog by 78% my first year and an additional 105% my second year
- Completed multiple certifications in Google Analytics, including Beginner, Advanced, and Power User
- Pivoted the client's entire content strategy during the pandemic and overcame obstacles to accomplish key goals, including doubling traffic to the brand blog in 2020

2016 – 2018 **Content Strategist / BMO Financial Group**  
Chicago, IL

- Built content strategies based on industry research, audience insights, and SEO best practices
- Developed copy and content across digital channels as part of an in-house brand and advertising team
- Managed content hubs targeted to key audiences with the goal of building brand awareness and generating leads
- Ideated creative concepts for marketing campaigns and content programs
- Oversaw execution of content from initial concept to final deliverable
- Created digital content style guide to build a more strategic and consistent brand identity
- Optimized digital content for search to improve keyword rankings

### Accomplishments

- Acted as lead copywriter on a digital marketing campaign credited with doubling conversions compared to the previous year
- Acted as lead copywriter on product page redesigns that resulted in an average 70% increase in conversions, including a 237% increase on one product page

2014 – 2016  
Chicago, IL

**Editor / Imagination Agency**

- Created and executed strategic content marketing programs that positioned our clients as thought leaders in their industry
- Developed and wrote content for digital, print, and social channels that generated measurable results and helped achieve brand goals
- Managed day-to-day tasks of content creation, including overseeing freelance writers
- Worked with clients in various industries, including financial services, retail, and lifestyle
- Led client presentations and meetings, maintained client relationships

2014 – Present

**Freelance writer / Various publications**

- Work with a variety of clients across industries, including finance, lifestyle, consumer-packaged goods, and beyond
  - Write print and digital articles, e-books, content hubs, newsletters, product pages, and more
  - Become a subject matter expert by conducting research on various topics, locating and interviewing relevant sources, and performing keyword research
  - Create traditional and sponsored content
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