Tricia O'Connor

triciaoconnorfreelance@gmail.com | 701.729.1515 | Naples, FL | LinkedIn Profile

---

PROFESSIONAL SUMMARY

I am an experienced and versatile content marketing and brand strategy specialist who excels at creating clear, creative, and customer-centric copy. I can confidently develop a targeted editorial approach to drive business, expand brand awareness, and optimize the digital experience. As Director of Content and Brand Strategy for Hound Labs, Inc., I drove year-over-year increases in blog (1000%) and newsletter (330%) subscriptions. I accelerated lead conversion from 18% to 28% by leveraging data and analytics to guide and inform content decisions. Collectively, our team generated a 325% increase in Marketing Qualified Leads from 2021 - 2024. My unique value as a trained journalist is my ability to understand customer and market psychology so I can develop compelling, story-driven content that bridges the gap between growth and creative teams. I value cultivating strong relationships with writers, vendors, subject matter experts, and cross-divisional teammates to support marketing strategies and organizational goals. My portfolio of work is available here.

WORK EXPERIENCE

Hound Labs
Director of Content and Brand Strategy, 2022 - 2024

- Chief strategist behind content programs, campaigns, messaging, and cadence that generated a massive increase of 5883% in website form submissions from 2022 to 2024 and grew MQLs by 325% from 2021 to 2024.
- Drove year-over-year (2022-2023) increases in website (43%) and blog (48%) webpage views, newsletter subscriptions (330%), and email list subscribers (52%).
- Increased page users by 70% and page sessions by 71% from 2022 to 2024.
- Produced 20+ new web pages and more than 100 blogs that initiated a year-over-year 10% increase in site-wide session duration while reducing bounce rates by 2%.
- Spurred LinkedIn growth of 81% in 2022 while increasing posting cadence by 303%, garnering more than 350K impressions from 2021 to April 2024.
- Achieved media reach of more than 2,900 million mentions from 2021 to April 2024 in collaboration with the media relations team.
- Led and mentored a team of three copywriters, researchers, and proofreaders to ensure consistent, quality output.

- Executed written and designed production of organic and AI-generated content assets such as sell sheets, white papers, eBooks, and social media while harnessing keywords to drive highly rated SEO copy.

Employment Background Investigations
Marketing Content Manager, 2018 - 2021
- Led content generation, writing, editing, and production for a national provider of employment background screening and talent acquisition tools.
- Strategized and organized content development, messaging strategy, and deployment cadence to enable sales and drive lead generation.
- Ideated the writing and production of numerous blogs, media releases, social posts, websites, sell sheets, eBooks, and white papers.

Seacrest Country Day School
Marketing and Communications Director, 2016 - 2018
- Developed and crafted website content and digital constituency communications; managed media relations; strategized content for philanthropy campaigns.
- Launched the school's first-ever annual magazine and fundraising report.
- Gained nearly 1,000 social media followers in one academic calendar year.

Video Arts Studios
Producer, 2007 - 2009
- Pitched, wrote, and field-produced programming for History Channel (MonsterQuest), Hallmark Channel (Home & Family), and various regional agency clients.

SUBJECT MATTER EXPERT CONTENT

- Burning Questions: Cannabis in the Workplace - Collaborated with Tae Phillips, National Subject Matter Expert, and Melanie Cormier, Member of Drug Testing Practice Group, of Ogletree Deakins, a leading national employment law firm.
- Effectively Deter and Detect Drug Use at Work - Co-authored this National Safety Council article with Nina M. French, Executive Vice President, Occupational Health of Azova, and a nationally renowned substance use testing expert.
- Six Steps Healthcare Organizations Can Take to Mitigate Cyberattacks - Assisted Don Boian, Chief Information Security Officer of Hound Labs, and former cyber expert at the National Security Agency, with writing this article for top cybersecurity website.
- Breath Testing Burning Questions with Barry Sample, Ph.D. - Led content strategy and production of this blog between Barry Sample, Ph.D., a former Senior Director of

Science and Technology for Quest Diagnostics, and Aaron Atkinson, Executive Vice President of Marketing at Hound Labs.

- Viewpoint: Closing the Gap on Risk Mitigation Strategy Created by Cannabis Reform - Partnered with Jaime Feinberg, Director of Safety at Jewel-Osco, a Midwest supermarket chain, to write and edit this Op-Ed for the Insurance Journal.
- Why Workplace Cannabis Law are Shaking Up Employer Drug Testing - Ghost-authored blog for Tamanna Prashar, Chief Operating Officer of Hound Labs, and Tae Phillips, attorney with Ogletree Deakins.

SKILLS

Content strategy, development, and execution; Account-based marketing; Inbound and outbound lead generation; Omnichannel and GTM strategy; Strategic partnerships; Project management; Media relations; Scriptwriting and video production; Editorial and brand guidelines; People management and writer/editor mentorship; Vendor management; Social media; Email marketing; Search engine optimization (SEO); Sharepoint; Asana; PageProof; Microsoft Suite; Google Suite and Adwords; various CMS such as Contentful, AEM, Wordpress, Hubspot, Pardot; iMovie; Grammarly; AI platforms such as ChatGPT.

EDUCATION

- Northwestern University, Medill School of Journalism, Master of Journalism
- Wheaton College, Bachelor of Arts, Economics
- Boston University Study Abroad Internship Program, Sydney, Australia
- IES, Ecole Superieur de Commerce de Dijon, Dijon, France

COMMUNITY

Girls on the Run of SWFL; Seacrest Country Day School; Northwestern University Club of Greater Naples; Boy Scouts of America; Naples Girls Softball

---

REFERENCES UPON REQUEST