

ANTHONY O'CONNELL

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EDUCATION

June 2022 **Master of Science in Marketing**
Florida International University – Miami, FL
GPA: 3.75/4.0

December 2020 **Bachelor of Science in Business Administration**
Suffolk University – Boston, MA

SKILLS

- Marketing Plan Development
- International Perspective/Markets
- Leading In-depth Interviews
- Product/Management Consulting
- New Product T-Test/AB Testing
- Project Management/Leadership
- Product Pricing Strategy
- Brand Development/Positioning
- KPIs, Strategy, Competitive Landscape

EXPERIENCE

- Product Intern**, Vecteris Consulting – Cincinnati, OH/Remote 01/2022 to Present
- Created requirements and recommendations through research and other management consulting tasks (e.g., competitor analysis, product differentiators, positioning strategy) that accelerates the digitalization and innovation of clients Information Services, SaaS, DaaS, and tech-based products and services.
 - Developed and completed pricing strategy study for B2B services company prior to product launch that included in-depth interviews with beta participants to translate value into cost and productize their current IP
 - Creatively brainstormed and researched for internal product development that offers B2B services firms product strategies to scale and compete
- Client Relations**, Audi of America – Latham, NY 01/2017 to 08/2018
- Collaborated with General Manager, Business and Finance Managers, and Salespeople on client relationship management through written and verbal articulation of products and service expertise
 - Assisted with communications, marketing, and event planning including the 2017 Grand Opening
- Managing Editor**, The Hudsonian – Troy, NY 08/2016 to 05/2018
- Managed all projects by leading Staff Writers with research, networking connections, and ensuring standard journalism practices were met
 - Negotiated staff privileges and compensation with college Board of Trustees
- Sales Specialist**, Saks Fifth Avenue – Boston, MA 08/2018 to 06/2019
- Emphasized client development and drove repeat business to achieve sales and event goals via maximization of client appointments and leveraging various marketing tools such as ccA+

CONSULTING PROJECTS

- Brand Strategist**, Elemental Performance – Miami, FL 08/2021 to 12/2021
- Developed campaign-orientated marketing plan with timeline of execution dates including monitoring of certain KPIs and metrics (e.g., leads, sales, ROI, etc.), and break-even goals of developmental and promotional costs
 - Identified blue ocean strategy for brand positioning to differentiation against competition after analyzing industry, buyer persona psychographics and competitive landscapes
- Market Research Analyst**, Sirius XM Pandora 01/2020 to 06/2020
- Discovered the media consumption habits of 18–24-year-old people to render recommendations on how to stand out against competition. Performed research to examine behavior of the buyer persona including purchasing habits, trends, and preferences, through framing client questions, surveying consumers, and analyzing data to present.
- Market Research Analyst**, Mass General “Charged” Podcast 08/2019 to 12/2020
- Created and administered surveys, in-depth interviews, and situational analysis to explore possible communication techniques with the goal of reaching a wider audience and making existing listener base increasingly satisfied. Developed focused paths regarding platform design and content.

CERTIFICATIONS & TECHNICAL SKILLS

Certifications: SEMRUSH PPC & SEO Fundamentals, HubSpot Email Marketing & Inbound Marketing, Google Ads Video Advertising, Google Analytics

Technical Skills: Asana, Tableau Data Visualization, IBM SPSS, Excel, WordPress, Salesforce