

# BRIAN T. O'CONNOR

30 William Street West, Greenwich, CT 06830  
[brian.t.oconnor@gmail.com](mailto:brian.t.oconnor@gmail.com) | 646-783-8436 | [briantioconnor.com](http://briantioconnor.com)

## SELECTED EXPERIENCE

### **PARTNER, BRUNCH MONEY CONSULTING (JAN 2016 – PRESENT)**

- Content writing and production for SEO, thought leadership, and ghostwritten works
- Develop marketing and communications plans, copywriting for brand and product launches
- Create strategies for social media, audience development, SEO, copywriting, and branding
- Design go-to-market strategies, including digital advertising, and graphic design review
- Write and develop affiliate marketing content for consumer products and financial services
- Specialization in financial services, financial tech, small business, and asset management

### **DIRECTOR OF EDITORIAL INNOVATION, STUDENT LOAN HERO (MAY – JUL 2018)**

\*Acquired by LendingTree July 2018, resulting in companywide layoffs

- Provide digital strategy, SEO, and full-scale marketing services for clients in multiple sectors
- Developed new content ideas and execution strategies for revenue generation
- Vetted projects to identify opportunities to achieve company-wide audience, revenue goals
- Managed projects across communications, business and audience development teams
- Developed and executed go-to-market plans, including hiring and managing freelancers

### **AUDIENCE DEVELOPMENT DIRECTOR, MORGAN STANLEY (JAN 2017 – APR 2018)**

- Created cross-channel social media content and website content
- Proposed and executed digital marketing strategies across multiple lines of business
- Set marketing strategies, social media campaigns, and wrote copy for internal clients
- Developed audience growth strategies via SEO, content creation, and social media
- Performed keyword research, audience segmentation, retargeting, and social marketing
- Conducted competitive SEO analysis, social listening, and market research

### **DEPUTY WEB EDITOR, FOREIGN AFFAIRS (FEB 2015 – JUN 2016)**

- Commissioned and edited articles from expert policymakers, scholars, and journalists
- Developed cross-platform social media strategies that created follower and engagement growth
- Created publication's SEO, SEM strategies to increase pagerank and audience
- Built web analytics dashboards and onboarded new platforms
- Developed, edited, and hosted *Foreign Affairs Unedited* podcast

### **POLITICS EDITOR, PALGRAVE MACMILLAN (DEC 2012 – JAN 2015)**

### **ASSOCIATED EDITOR, SPRINGER NATURE (JUN 2008 – DEC 2012)**

## SELECTED PUBLICATION CREDITS

Time Magazine, The New Republic, BBC, Foreign Affairs, Men's Health, Paste Magazine

## EDUCATION

**MANHATTAN COLLEGE, BACHELOR OF ARTS (2008)**