

CONNOR ERMIR BRADSHAW

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SKILLS

B2B Marketing • B2C Marketing • Business Development • Copy Editing • Copywriting • Data Analysis • Event Planning • Literary Management • Publication Design • Sales Enablement • SEO • Social Media Management • Adobe Creative Suite • Ahrefs • Canva • Cision • Figma • Google Analytics • Google Apps • HubSpot • MailChimp • Microsoft Office • Muck Rack • Salesforce • SalesLoft • Ubersuggest • Wix • Wordpress • Zoho • Zoominfo

EXPERIENCE

PROPLLR PR & MARKETING | CHICAGO, IL (JUNE 2021 – PRESENT)

Award-winning communications agency serving a range of B2B technology startups nationwide.

CONTENT MARKETING MANAGER

- Pitch, write, and edit copy for blogs, contributed articles, e-books, newsletters, social channels, and web pages.
- Develop, execute, and analyze content strategies for five separate businesses in distinct B2B verticals.
- Established, and now execute, Propplr's first formal LinkedIn internal marketing strategy, driving a 17% increase in following while growing post impressions by more than 150% on average.
- Lead internal marketing design efforts for assets such as web-based case studies and inline blog graphics.
- Leverage tools such as Ahrefs and Ubersuggest to align content with SEO goals.
- Co-developed Propplr's DE&I mission and values statement as chair of the DE&I Working Group.

BENCHPREP | CHICAGO, IL (AUGUST 2020 – JUNE 2021)

Ranked a Top-20 Training Company by Training Industry.

BUSINESS DEVELOPMENT REPRESENTATIVE

- Led the entire sales function in daily activities (calls, emails, and social touches).
- Collaborated with marketing on sales enablement content ideation and generation.
- Spearheaded email outreach strategy for the inbound sales team, amounting to 10 unique email campaigns, with average open rates eclipsing 35% and with the top-performing campaign reaching a 54% open and 14% reply rate.
- Netted a 4% meeting scheduled rate with recycled leads.

HERON AGENCY | CHICAGO, IL (JANUARY 2020 – APRIL 2020)

Award-winning communications agency; ranked by Clutch as a top Chicago-based PR Firm.

JUNIOR PUBLICIST / PUBLIC RELATIONS INTERN

- Contributed on 11 accounts in various industries (hospitality, entertainment, restaurants, hotels, and travel).
- Shared ideas in pitch meetings. Highlights include: Replay Lincoln Park's *Lord of the Rings* pop-up event.
- Pitched and placed stories to brands, writers, and publications using Cision, Meetup, and Muck Rack.
- Managed Cambria Chicago Hotel's social media platforms, driving a 12% average rise in engagement across each.

EDUCATION

DEPAUL UNIVERSITY | CHICAGO, IL

Bachelor of Arts (BA) in English; Bachelor of Fine Arts (BFA) in Playwriting, *Magna Cum Laude*