

CONNOR ERMIR BRADSHAW

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SKILLS

B2B Marketing • B2C Marketing • Brand Marketing • Copywriting • Demand Generation • Email Marketing • Event Planning • GTM Strategy • Publication Design • Sales Enablement • SEO • Social Media Management • Ahrefs • Canva • ChatGPT • Cision • Figma • Google Analytics • Google Apps • MailChimp • Muck Rack • Pardot • Salesforce • SalesLoft • Semrush • Ubersuggest • Wix • Wordpress • Zoho • Zoominfo

EXPERIENCE

PAN | CHICAGO, IL (JUNE 2024 – PRESENT)

Award-winning brand-to-demand agency that serves a range of mid-market B2B brands across the globe.

SENIOR CONTENT MARKETING MANAGER

- Manages the creation and publication of all owned content, including research-backed reports, case studies, video scripts, keynote remarks, webpage copy, and blog posts.
- Responsible for the development and execution of PAN's first formal SEO/GEO content strategy, resulting in a 120% YoY increase in organic impressions, a 28% boost in average engagement time for priority pages, and a 260% average surge in organic traffic via service-level keywords.
- Partners with the media team to draft content for earned opportunities, such as contributed articles, podcast appearance talk tracks, and press releases.
- Directs PAN's email marketing efforts, amounting to a rebranded newsletter (37% increase in CTR on average), refreshed nurture streams (21% increase in CTR on average), and greater data fidelity overall.
- Crafted award submissions that earned PAN recognition as Outstanding Tech Agency of the Year (PRWeek, 2025), a Top 80 PR Agency (PRovoke Media, 2025), and a finalist for Disruptive Agency of the Year (PRovoke Media, 2025) and Innovative Agency of the Year (PRovoke Media, 2026).

PROPLLR PR & MARKETING | CHICAGO, IL (JUNE 2021 – JUNE 2024)

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

CONTENT MARKETING MANAGER

- Pitched, wrote, and edited copy for blogs, contributed articles, e-books, newsletters, social channels, and web.
- Concurrently led omnichannel content strategy for as many as six separate businesses in distinct B2B verticals.
- Consulted a diverse set of B2B clients on GTM efforts, notably spearheading "distribution-first content" as a concept to help offset organic search volatility.
- Established Propllr's first LinkedIn brand marketing strategy, driving a 17% increase in following while growing post impressions by more than 150% on average.
- Led internal marketing design efforts for assets such as web-based case studies and inline blog graphics.
- Co-developed Propllr's DEI mission and values statement as Chair of the DEI Working Group.

EDUCATION

DEPAUL UNIVERSITY | CHICAGO, IL

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