


# LAUREN O'CONNELL

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## About Me

Senior Social Media & Brand Strategist with proven success leading global digital campaigns, scaling brand visibility, and driving audience engagement across entertainment, tech, and lifestyle sectors. Expert in social storytelling, cross-functional collaboration, and content strategies that grow communities and influence perception. Passionate about the intersection of creativity, culture, and technology, with experience managing multi-platform campaigns and influencer activations that generate measurable results.

## Education

### BAYLOR UNIVERSITY

B.A. Medical Humanities

2014 - 2018

### GEORGETOWN UNIVERSITY

M.S. Physiology and Biophysics

2018-2019

## Skills

- **Creative Strategy & Branding:** Content Creation, Brand Storytelling, Social Media Growth, Community Engagement
- **Content & Design Tools:** Adobe Creative Suite (Photoshop, Illustrator, After Effects), Final Cut Pro, Canva
- **Social Media Management:** TikTok, Instagram, LinkedIn, YouTube, Social Listening, KPI Analysis, Sprout Social, Hubspot

## Experience

### Creative Lead | Social Media, Brand Strategy & Experiential

GQR | June 2023-Present

- Led unified **social media strategy across five global divisions**, resulting in **10K+ follower growth in 90 days** and a 10% engagement rate.
- Managed cross-functional **content production** (video, graphic design, copy), aligning with brand priorities and regional goals.
- Directed end-to-end execution of Workday Rising 2024 campaign, securing **585+ qualified leads and \$500K+ in revenue**.
- Directed a full brand refresh, enhancing brand recognition and competitive positioning through creative storytelling and impactful visual content.
- Orchestrated experiential activations, internal comms, and executive messaging for brand consistency across all touchpoints.

### Social Media & Culture Manager

Talent Gravity | Sep 2022 - June 2023

- Developed a strategic social media content plan, growing follower engagement by 32%, amplifying brand presence through targeted content and community management.
- Revitalized web platform integration, significantly increasing email subscriber acquisition by seamlessly incorporating social media efforts into the company website.
- Produced bi-weekly company newsletters, highlighting industry trends and company news, driving increased engagement and positioning the brand as a thought leader.

### Senior Talent Coordinator

Electronic Arts | Oct 2021 - Sep 2022

- Redesigned internal processes and workflows, enhancing communication and operational efficiency, streamlining the hiring process, and improving candidate experience.
- Presented strategic initiatives to global executives, advocating for organizational improvements aligned with broader strategic goals to facilitate effective change management.
- Managed the full-cycle hiring process, from candidate assessment to onboarding, ensuring compliance and efficiency in talent acquisition and integration.

### Founder & Head Coach

Lauren O'Connell Soccer Academy | June 2020

- Founded and led a youth sports academy focused on empowering young female athletes, fostering community engagement and personal development.
- Organized community-driven events, creating impactful brand moments that reinforced the academy's mission and values.

### Content Creator and Social Media Strategist

Personal Brand

- Built an online community of over 140,000 engaged followers across Instagram and TikTok by creating relatable and aspirational content aligned with brand partnerships.
- **Increased Follower count by 12,000 in 30 days**
- Collaborated with lifestyle and wellness brands to develop authentic, high-impact partnerships that increased brand visibility and drove engagement.
- Conceptualized and executed content strategies, achieving an engagement rate of over 10% and positioning the brand as a lifestyle influencer.