

EGAN O'KEEFE

SUMMARY

Experienced team player with over 10 years of experience in administrative and creative industries. Excellent reputation for resolving problems, improving customer satisfaction, and driving overall operational improvements.

EDUCATION

Bachelor of Arts
University of Missouri

CORE SKILLS

- Social Media Knowledge
- Market Research
- Media Relations
- Editorial Content Management
- Spreadsheet Management
- Promotions and Contests
- Web Content Creation

REFERENCES

Nikole Meyer
Special Collections Curator
The Field House Museum
(314) 421-4689

Anna Stoeffen
Director of Content
iGrad
asteoefen@igrad.com

Michael Brueggemeyer
Film Director
mike@brueggemeyer.com

PROFESSIONAL EXPERIENCE

PHOTO EDITOR VOLUNTEER - *Ripples Foundation*

St. Louis, MO | June 2019 - Present

- Created informative and entertaining posts for Foundation's Instagram page.
- Designed new on-brand visual elements to effectively convey concepts and messaging.
- Engaged with social media project to engage new leads and potential donors.

ADMIN. ASSISTANT VOLUNTEER - *The Field House Museum*

St. Louis, MO | April 2019 - Present

- Memorized museum history to provide comprehensive guest services on guided tours.
- Designed marketing materials to promote events and company updates.
- Gathered and organized information for research purposes.

COMMUNICATION MANAGER - *iGrad & Enrich Financial Literacy*

San Diego, CA | Dec. 2016 - Apr. 2018

- Determined target demographics and devised strategic marketing initiatives to reach target audiences.
- Analyzed business developments and monitored market trends.
- Analyzed user data to identify potential ROI and further identify "pain points" in content development.
- Provided feedback to all departments on brand consistency in outbound communications.
- Drafted engaging, accurate and effective press releases.
- Managed freelancers by reviewing and editing blog posts and white sheets to guarantee high content quality.
- Promoted engagement and managed all social media accounts.
- Tracked and analyzed social media and online marketing strategies.
- Developed variety of promotional materials including interactive digital presentations for national conferences.
- Built, filtered and maintained media lists.

COPYWRITER, PROOFREADER - *DAV Energy Solutions*

San Diego, CA | Apr. 2016 - Oct. 2016

- Designed and maintained new company branding across all materials.
- Produced original, creative content for marketing materials, brand identification and promotional materials.
- Reviewed each RFP for grammar, spelling, punctuation, readability, syntax, accuracy and compliance with quality standards.
- Updated and maintained company website.
- Proofread copy written by colleagues to correct spelling, punctuation and grammar.

ADMINISTRATIVE ASSISTANT - *San Diego Home/Garden Magazine*

San Diego, CA | June 2014 - Apr. 2016

- Created social media content with consistent content and tone to increase engagement with customers.
- Developed and updated spreadsheets and databases to track, analyze and report performance, product and sales data.
- Identified and recommended changes to existing processes to improve accuracy, efficiency and responsiveness.
- Coordinated with news station to arrange on-air segments to promote readership.
- Fielded customer questions.