

EAMON O'CONNOR

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EXPERIENCE

Communications Consultant, Business Improvement District; New Rochelle, NY – 2016–Present

- Advise on communications for [IDEA New Rochelle](#), the nonprofit organization leading an effort to establish an arts and technology district in downtown New Rochelle.
- Collaboratively develop business and PR strategies integrating the interests of civic and institutional stakeholders with market opportunities to establish virtual reality/augmented reality studios, maker spaces, startup incubators, and artist residencies.
- Compose web copy, presentations, pitch decks, business plans, and press releases to bring investors and partners onboard with the project.

UX Writer, DBRS Innovation Labs; New York, NY – 2015–2016

- Built thought leadership for company representatives by transforming advanced research in AI/Machine Learning into compelling narrative write-ups.
- Topics included musical applications of recurrent neural networks, visualizing machine learning algorithms in VR, agent-based modeling, and semantic vectors in multi-dimensional space.
- View research summaries [here](#).

Director of Content, Dozen Digital; New York, NY – 2015–2016

- Led content strategy for full-service digital marketing agency.
- Devised and implemented multi-channel campaigns to grow client businesses, drive engagement, and convert impressions to sales.
- Analyzed demographic data and performed A/B testing to optimize campaign impact.

Editorial Assistant (Digital), NYU Center for Religion and Media; New York, NY – 2014–2015

- Performed copy editing, proofreading and fact checking duties for [The Revealer](#), an online review of religion and media.
- Troubleshooting and site maintenance on Wordpress CMS
- Initiated and implemented website redesign, the first in the magazine's history.

EDUCATION

NYU-Tisch – Masters: Interactive Telecommunications Program, 2015

University of California Berkeley – Bachelor's: Rhetoric, 2010

Deep Springs College – 2008

SKILLS

Writing & Editing (all formats), Web Development (HTML5/CSS, Javascript, Python, & All Major CMS's), Video & Sound Editing, Animation & Motion Graphics, Digital Asset Management, Creative Ideation, Public Speaking