Traci A. O'Brien, MBA, MIB

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Education

Master of International Management, Grenoble Ecole de Management 2015

· Won Social Marketing Campaign proposal and led using guerilla marketing and advertising initiatives

Thesis: conducted qualitative research on American and French service firms; how they used feedback from stakeholders to initiate change

Master of Business Administration, Southern Illinois University (SIU) 2013

Bachelor of Science in Marketing, GPA: 3.7 Dean's list SIU 2012

Professional Experience

TAO

FREELANCE MARKETING | BRANDING CONSULTING JAN 2011 -Present

· Script Supervisor for comedy TV series and Second Assistant Director for comedy short film

· Wrote blog articles, property proposal letters and increased presence in local community listings, led strategy and oversaw execution of branding and social media initiatives for entrepreneur in beauty industry

· Led business development for ecommerce store, managed buyers at estate sales, increased revenue by 15%

· Coordinated social media marketing campaigns and assisted director initiatives at Cure SMA; annual speaker

· Collaborated with cross functional team members on strategy and execution of marketing initiatives

· Ghostwriter and on air radio personality at Que 4 Radio; promoted local independent Chicago artists

· Provided personal caregiver and business support at events, agencies and online for woman with SMA

· Graduate Marketing Research Teaching Assistant for SIU College of Business

· Wrote press releases during externship at JB Training Solutions and filmed President during workshops

· Copywriter for website launch during marketing internship at Sustain Architectural Representatives

THE PENINSULA FEB 2018 -DEC 2018

PURCHASING AGENT

· Launched first ad campaign for boutique; which went live in spa and hotel guest rooms; spread awareness of boutique's placement and offerings which increased traffic flow and sales significantly

· Built captivating store displays, purchased items based on guests' input and increased shipping speed by 57%

· Implemented new pricing strategy; increased profit margin on 3 brands sold in boutique by 37%

MARIANO'S NOV 2017 -JAN 2018

MERCHANDISING MANAGER

· Led holiday demo team and used cross merchandising strategies that reduced spoilage and increased sales on surplus goods by incorporating them into new recipes for team to sample

· Built engaging and interactive store displays daily and created slogans for store signage · Created and hosted events to entertain, engage and educate local communities fostering a sense of loyalty

WINDY CITY LIMOUSINE BUS WORLDWIDE OCT 2016 -SEPT 2017

GLOBAL SALES MANAGER

· Acquired 17 net new corporate domestic and international accounts, managed 23

· Secured a partnership with one of the largest housing complexes on the Gold Coast · Brought forward marketing research survey initiative to extract feedback from and enhance guest experiences

Professional Skills

Intermediate French Language, Marketing; SPSS, Qualtrics Survey Writing, Brand Positioning, Creative Thought Leadership, Compassion, Ideation, Activation, Adaptability, Conflict Resolution, Forecasting Persuasion, Open-Mindedness, Brainstorming, Cultural Sensitivity, Microsoft Office Suite, Interpersonal