

Kevin C. O'Brien

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SUMMARY:

- Results driven marketing manager / director.
- 15-years of progressively increasing responsibilities within both international non-profit and corporate marketing and communications environments.
- Marketing manager for Adopt-A-Minefield, a humanitarian campaign of the United Nations Association, USA.
- Marketing director Gathering of the Vibes; the major North-eastern US music festival.
- Writer of corporate communications and press releases.
- Former Dallas Morning News reporter and Manhattan public relations account representative.
- Director of media placement and public relations efforts – including management of outside agencies.
- Develops and implements successful marketing plans, including launch and promotion of social media campaign.
- Skilled in public relations strategy, event planning, web design, database management, and graphic design.

SKILLSET:

- Achieved major national coverage for relatively small clients. Created and designed national print advertisements. Hands-on experience working with Wall Street money managers and private equity bankers.
- Skilled interviewer and in-depth profiler. Wrote and researched news articles, biographic pieces, editorials, and corporate communications including business plans.
- Full Office Suite, Adobe graphics editing, basic html, and web editing skills, database management...
- Oversight of website, newsletters and marketing publications.
- Wrote press releases, web content, e-mail blasts, advertisements and other relevant marketing materials.
- Organized and directed tour of Eastern Europe. Interviewed survivors and landmine workers. Turned results into magazine articles and website content including an article published in the Fall 2008 issue of the United Nations Association's quarterly magazine *The Interdependent*.

EMPLOYMENT:

<p>2008 to 2010 Gathering of the Vibes (Inspiration Unlimited) Bridgeport, Connecticut Marketing Director</p> <p>Oversaw effort that realized more than 50 percent in-state ticket growth in the 14th year of this major four-day music and camping festival.</p>	<p>2007 to 2008 United Nations Association of the USA New York City, New York Marketing Manager / Adopt-A-Minefield</p> <p>Worked closely with management for Paul McCartney (and celebrity chef Jamie Oliver) to design and implement on-line fundraiser.</p>	<p>2003-2007 Valhalla Agency Valhalla, New York Sales, web design & management, ads & marketing</p> <p>Responsible for all aspects of agency's web presence (design, graphics, and database maintenance). Built and maintained website.</p>
<p>2000 to 2001 Anreder, Hirschhorn & Company New York City, New York Account Manager</p> <p>Comprehensive PR services. Boutique Manhattan firm. Worked closely with top executives to develop and implement strategy.</p>	<p>1998 to 2000 Day Star Company Dallas, Texas Systems Manager/ Purchasing Agent</p> <p>Multi-million dollar independent importer and light manufacturer of high end decorative products for Pier One Imports and others.</p>	<p>1996 to 1998 AIM America Dallas, Texas Account Manager</p> <p>Wrote marketing scripts, developed in-house protocols, maintained close high-level client contact. Clients included DSC (now Alcatel), Franklin Covey, Rapp Collins and various others.</p>
<p>1995 to 1996 The Writers Schenectady, NY</p> <p>Lead partner. Responsible for client acquisition, account development and management. Represented firm in local community and at chamber of commerce meetings.</p>	<p>1990 to 1995 Newspapers including The Dallas Morning News New York & Texas</p> <p>Reporter for The Enterprise (Albany, NY), Courier-Gazette (McKinney, TX) & Dallas Morning News, suburban news group (Dallas, TX). My last freelance assignment with Dallas Morning News was in November 1999.</p>	

EDUCATION:

1990 – Bachelor of Arts
Davis & Elkins College
Elkins, West Virginia

Reporter of the year on award winning student newspaper; assistant editor student newspaper; editor student literary magazine; American College Theatre Festival outstanding actor award, President Mu-Theta chapter Kappa Sigma Fraternity, President of Inter Fraternity Council, national fraternity scholarship & leadership award; student representative to College Board of Trustees; student representative to college food services committee. President English club.

For additional information, case studies and clips – visit my website at <http://www.KevinCOBrien.com>