

# CONNOR ERMIR **BRADSHAW**

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Experienced with marketing brand identities, multidisciplinary writing, and communications. Seeking opportunities to further develop marketing, management, or communication skills in a challenging, collaborative environment.

## SKILLS

B2P Marketing • Content Marketing • Copyediting • Data Entry • Email Copy • Literary Management • Proofreading • Prospecting • SEO • Social Copy • Social Media Management • Technical Writing • Adobe Creative Suite • Canva • Cision • Digication • Google Apps • Basic HTML • HubSpot • MailChimp • Microsoft Office • Salesforce • SalesLoft • Wix • Wordpress • Zoominfo

## EXPERIENCE

### **BENCHPREP** | CHICAGO, IL (AUG 2020 – PRESENT)

*Ranked a Top-20 Training Company by Training Industry.*

**Business Development Representative** Performed alongside the Sales and Marketing team to build pipeline and generate outreach efforts to outbound and inbound prospects. Refined copy skills while spearheading email outreach strategy for the Inbound Sales Team, amounting to more than 10 email campaigns. Average open rates for email campaigns eclipsed 35%, with the top performing campaign reaching a 54% open rate and 14% reply rate. Utilized CRM tools to drive engagement, netting a 4% meeting scheduled rate with recycled leads.

### **HERON AGENCY** | CHICAGO, IL (JAN 2020 – MARCH 2020)

*Award-winning communications agency; ranked by Clutch as a top Chicago-based PR Firm.*

**Public Relations Intern** Worked closely with the Senior Account Director in building out media/marketing lists with over 500 cumulative contacts while additionally writing and editing more than 15 unique press releases for various clients. Participated in pitch meetings, highlighted by the spearheading of Replay Lincoln Park's *Lord of the Rings* pop-up bar. Utilized Cision, Meetup, and MailChimp in pitching stories to brands, writers, and publications. Copyedited and drafted agency blog posts, and managed Cambria Chicago Hotel's social media platforms with a 12% rise in engagement.

- Secured placements in WTTW, NBC 5, InsideOut, Chicago Sun-Times, and The DePaulia.

### **IO THEATRE** | CHICAGO, IL (MAY 2019 – SEP 2019)

*Once considered to be the Mecca of improvisation.*

**Production / Marketing Intern** Orchestrated the planning and scheduling of the Bentwood Festival, a five-day comedy festival with over 100 productions from across the country, and with an attendance eclipsing 5,000 patrons. Co-Managed the booking and scheduling of acts for regular iO programming, amounting to as many as 40 unique shows every week. Maintained iO website through copyediting, proofreading, and simple programming. Created daily email blasts for iO's performer and audience bases of over 1,000 individual people using MailChimp.

- Led digital marketing efforts of the Bentwood Festival.

## EDUCATION

### **DEPAUL UNIVERSITY** | CHICAGO, IL (JUNE 2020)

Bachelor of Arts (BA) in English; Bachelor of Fine Arts (BFA) in Playwriting, *Magna Cum Laude*

## HONORS

### **DEPAUL UNIVERSITY** | CHICAGO, IL

- The Zach Helm Endowed Playwriting Scholar
- The Theatre School Scholarship for Academic Merit
- Dean's List