Conor McGeehin
Marketing & Design

Professional Experience

LoanStreet, Inc. / Associate, Product Marketing
November 2021 - Present / Manhattan, NY

- Collaborate across departments to plan and execute product marketing campaigns; conduct competitor research, develop buyer personas, and craft supporting content, such as landing pages, brochures, infographics, case studies, and white papers.
- Produce LinkedIn and Google PPC ad campaigns from ideation through execution to support brand awareness and lead generation efforts.
- Direct organic LinkedIn content strategy and development; grew page followers from 1,800 to 50,000 in 19 months.
- Led website redesign team in 2022; since then have managed all site updates and new content, regularly optimizing for SEO.

Classical Charter Schools / Marketing Coordinator
September 2020 - October 2021 / Manhattan, NY

- Created a comprehensive omnichannel marketing strategy to support recruitment and enrollment initiatives.
- Improved website conversion rates through iterative UX updates and the creation of dynamic, streamlined landing pages.
- Developed targeted OOH, radio, and PPC ad campaigns that surpassed recruitment and enrollment KPIs.
- Managed social media presence, responding to messages, creating daily posts, and reporting on metrics biweekly.

The Supply Room Companies / Marketing Manager
August 2019 - September 2020 / Ashland, VA

- Oversaw branding and corporate communications across an umbrella of four distinct B2B companies.
- Produced multi-media brand materials, including OOH advertising, radio spots, landing pages, PPC ads, brochures, influencer videos, and more.
- Directed social media strategy and developed all content.

Contact

cmcgeehin.com 🌐
mcgeehincp@gmail.com ✉
(703) 200-6916 ☎
Brooklyn, NY 📍

Education

User Experience Design
Professional Certificate
General Assembly

Business Anthropology
Post-Graduate Certificate
Clemson University

B.S. Anthropology
B.A. French
VCU College of Humanities

Software

Adobe Illustrator
●●●●●●●●●○

Adobe Photoshop
●●●●●●●○○○

WordPress
●●●●●●●●○○

Google Marketing Platform
●●●●●●○○○

CRMs (HubSpot, Salesforce)
●●●●●●●●○○

Figma
●●●●●○○○○

Other Skills

Copywriting
HTML/CSS
120 WPM Typing Speed