

# J.T. Conway

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*Organized, results-oriented problem solver; passionate about making a lasting impact on the world through work in marketing and communications; experience in financial communications, content marketing, executive communication, external communication and virtual event management; **seeking remote marketing and communications positions***

## Work Experience

### Arthur W. Page Society, New York, New York (remote)

**June 2021 – Present**

#### Content Marketing Manager

**January 2024 – Present**

- Implemented new strategies to maximize content performance, including search engine optimization, timed email sends, A/B testing, and assigned publication days, increasing average email open rate 40 percent and unique website views 10 percent year-over-year
- Launched public-facing newsletter, amassing over 2000 subscribers and 100 qualified membership leads in 2024
- Coordinated publishing with guest writers from the Page membership, including Fortune 500 Chief Communications Officers and global agency presidents

#### Content Marketing Associate

**June 2021 – January 2024**

- Created and edited content for the Page Turner Blog, The New CCO Podcast, and the PageViews Newsletter
- Formed two new networking groups for the Page membership (new CCOs and manufacturing CCOs); achieved double the goal for number of unique attendees and overall meetings held in 2023 and 2024
- Coordinated regularly-held calls, open to the entire membership, about pressing issues for chief communications officers; achieved 12 percent increase in year-over-year satisfaction rate for the calls

### Northern Trust Corporation, Chicago, Illinois (remote during pandemic)

**August 2019 – June 2021**

#### Communications Specialist

- Created and distributed tracked communications during the COVID-19 pandemic, ensuring the safety of global employees, and allowing the company to remain in compliance with rapidly-evolving government regulation
- Analyzed internal communication effectiveness, providing insight and consultation using email tracking software and web analytics tools, leading to an 8 percent year-over-year increase for open rates on executive communication
- Led logistics for quarterly earnings all-staff meetings, resulting in zero logistical errors and highest-in-the-firm engagement for the event, hosted by the CEO

### Northwestern Mutual Corporate Offices, Milwaukee, Wisconsin

**April 2017 – December 2018**

#### Communications Channels Intern

- Wrote and published content for the corporate blog, intranet, social media, and executive publication, placing consistently in the top 10 percentile for engaged content on each channel
- Produced and circulated quarterly and ad hoc metrics reports in Power BI, providing actionable insights that resulted in 7 percent increase in year-over-year webpage views for intranet articles
- Drafted digital and print communications for the company's sales force, creating meaningful dialogue and highlighting collaborative success between the Home Office and Field

## Technical Skills

Office Suite (Excel, PPT, Word, Outlook)

Adobe Creative Suite (Photoshop, Illustrator, Premiere)

Email/CRM Software (Hubspot, PoliteMail, Axios HQ)

Business Analytics Software (Power BI)

Intranet/Website software (WordPress, Sharepoint)

Project Management Software (Workfront, Airtable)

## Education

### Marquette University, Milwaukee, Wisconsin

**Graduated 2019**

Bachelor of Arts Degree in Communication, Corporate Communication

Minor: Advertising