

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)

Content Marketing Manager

June 2021 – Present

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