



P / C

# — P R E S T O N — C O N N O R S

## E X P E R I E N C E

### DIRECTOR OF MARKETING / PETRX2GO

*St. Paul, MN, July 2015 - Present*

Designed and brought a new website to market. Develop new company marketing strategy and plan for growth. Research and implement new company processes. Oversee product management.

### MOBILE MARKETING COORDINATOR / TRIPADVISOR (VIATOR)

*San Francisco, CA, January 2014 - July 2015*

Integral part of mobile team that grew gross bookings 115% YOY, generating \$21 million in 2014. Scheduled and executed marketing campaigns and promotions for apps and mobile website. Reported and analyzed campaign results. Maximized apps' exposure and downloads in app store. Assisted in QA and launch of apps.

### SOCIAL MEDIA & MOBILE INTERN / TRIPADVISOR (VIATOR)

*San Francisco, CA, March 2013 - December 2013*

Created and published content on social media outlets and blogs. Implemented promotions. Engaged with fans, provided customer service, responded to comments and screened inappropriate content. Tracked mobile usage and reported on performance. Contributed to mobile design.

### COMMUNICATIONS INTERN / DEMOCRATIC PARTY OF WI

*Madison, WI, January 2012 - June 2012*

Communicated issues and facilitated discussion through social media. Pitched stories to press outlets. Wrote blogs about relevant political issues and candidates. Worked as a field canvasser and contacted voters by email/phone. Transcribed speeches and events. Researched and analyzed candidates to produce ads.

### CONTENT INTERN / ROTOWIRE

*Madison, WI, January 2012 - June 2012*

Wrote timely player news and injury reports that appeared on RotoWire, Yahoo, ESPN and social media. Researched and analyzed players for featured fantasy sports articles. Wrote email newsletters containing news and promotions. Edited articles for annual magazine issues. Developed podcasts.

### MARKETING COMMUNICATIONS ASST / UW-MADISON

*Madison, WI, May 2011 - May 2012*

Promoted courses through email and seminars. Created presentations for student courses. Wrote press releases that appeared in magazines and journals. Created brochures and course lists. Fielded inquiries from potential students.

### PROMOTIONS INTERN / ESPN RADIO

*Madison, WI, August 2010 - December 2010*

Promoted, set up and executed live broadcasts of radio shows and events. Wrote commercials for sponsors, shows and events. Wrote business proposals and recaps for sponsors. Monitored and posted to the station's social media and website.

## C O N T A C T

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@pcondelight

## E D U C A T I O N

University of Wisconsin -  
Madison  
2008 - 2012

Bachelor of Arts  
Political Science

## S K I L L S

//ONLINE

Product Management

Wordpress/MovableType

Financial Reporting

Social media

Liveblogging

SEO/Web analytics

Email marketing

//OFFLINE

Promotional planning

Budgeting

Photoshop

Excel