

ELESHA O'NEIL

ABOUT ME

Dynamic content strategist with expertise in brand strategy, multi-channel campaign management, and cross-departmental collaboration. Skilled at combining creativity with data-driven insights to deliver measurable results in engagement, visibility, and growth. Experienced in managing end-to-end marketing initiatives—web, email, social, and design—to strengthen brand identity and create meaningful user experiences.

EDUCATION

University of Kansas

Bachelor of Arts, Global Humanities

Southern New Hampshire University

15 credits of graduate level Digital Marketing courses as professional development

EXPERIENCE

Digital Marketing Coordinator, Accreditation Council for Business Schools and Programs | 2023 - Present

Achievements: Email open rate of 30.5% and click through rate of 6.7% over the course of a year. Met 93% of event registration goals from January 2024 onward.

- Drove marketing strategy for global conferences and events, overseeing branding, digital campaigns, and event communications.
- Created and deployed targeted email campaigns implementing A/B testing
- Design print and digital collateral to support organizational goals while adhering to brand standards and TOV
- Leveraged generative AI tools to streamline marketing workflows, including content ideation, copy development, and initial proofreading, reducing turnaround time and improving output consistency
- Collaborated across departments to brainstorm and execute marketing strategies that have led to the highest number

Strategic Communications Associate | 2021 - 2024

Achievements: Final quarterly engagement rate for Facebook and Instagram are 7.51% and 12.12% respectively. Served on the Inclusion, Diversity and Equity committee.

- Data-driven content creation and management of WordPress website, ensuring an intuitive user experience
- Designed, wrote, and edited publications from start to finish, balancing visual layout and audience readability
- Created content for newsletters and multiple media channels, focusing on brand standards, TOV, clarity, accessibility, and engagement
- Cross collaborated with key stakeholders to understand their needs and align content with brand mission and audience expectations
- Event facilitation, including venue and guest coordination, while creating supporting visual and digital assets

Public Relations Specialist | 2019 - 2021

Achievements: Recipient of department-wide quarterly award for extraordinary employees. Grew Instagram account followers by 115% and engagement by 52%. Grew Facebook account followers by 25% and engagement by 15%.

- Managed statewide social media strategy, building and maintaining a data-driven content calendar
- Directed live coverage of events and implemented press kit campaigns to amplify visibility
- Produced UX-focused copy and design for multi-channel platforms, to strengthen messaging
- Researched and identified trends to adapt strategies and maintain relevance
- Delivered performance reports based on KPIs, recommending improvements to enhance user outcomes

SKILLS

- **Marketing Strategy & Execution:** Digital Campaign Facilitation, Email Marketing, SEO, A/B Testing, Data Analysis
- **Content Development:** UX Copywriting, Graphic Design, Brand Standardization and Tone of Voice (TOV)
- **Creative & Technical Tools:** Adobe Creative Suite, WordPress, Attendase, Mailchimp, Sprout Social
- **AI & Automation Tools:** Generative AI for Copywriting, Ideation, Workflow Assistance
- **Project Management:** Asana, ClickUp, Event Planning, Cross-Departmental Collaboration

CONTACT

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PORTFOLIO

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