

SHELLEY D. O'CONNOR



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Shelley O'Connor is recognized in the industry for her role as a seasoned Lifestyle Marketing, Events and Public Relations executive. More recently, she expanded her professional expertise with leadership functions in Development and Fundraising for the nonprofit arts and advocacy communities in New York City.

She has lead the design, development and execution of numerous national multi-platform marketing communications programs and campaigns for leading Fortune 100 corporations and government accounts, providing strategic insight and strengthening brand identity within general and targeted consumer segments. As a brand steward, she has an extensive track record managing specialized brand task force teams; constructing the experiential brand platform; creating high touch consumer environments; securing extensive press coverage; and quantifying success with measurable project matrix.

As an entrepreneur and managing partner of the startup experiential marketing agency KontentFarm, Shelley has been instrumental in creating and activating multi-tiered brand experiences and communications platforms for clients that include the United Nations Foundation, Participant Media, Quest Diagnostics, Malala Fund, The Lebanese American University and legendary television creator and producer Norman Lear.

Her experience span multiple industries including automotive, packaged goods, technology, Armed services, wines/spirits and media/entertainment, servicing brands that include Italian automaker FIAT USA/Chrysler, Ford Motor Company and its luxury arms Lincoln, Jaguar and Land Rover; Burger King Corporation; McDonald's Corporation; The Home Depot; the United States Marine Corps; ABSOLUT Vodka, Microsoft, Kraft Foods and Home Box Office (HBO) Inc. She has designed, managed and executed strategic brand alignments and sponsorships within the entertainment and fashion industries and with national diverse community organizations. These include a multi-year partnerships with Earvin "Magic" Johnson and The Magic Johnson Foundation; strategic partnerships with The Weinstein Company, the National Council of La Raza (NCLR), NAACP, National Urban League; sponsorships of the Oscars, New York's Fashion Week (partnership with luxury retailer GUCCI), Saks Fifth Avenue, the Grammys, NBA All Star Games, NFL Super Bowl and a range of music events and film festivals. This work included close collaborations with a broad range of A-list celebrities, All Star athletes, senior executives, fashion designers and public figures.

As a Development professional, Shelley has employed her marketing, special events and public relations expertise in leadership and management roles for performing arts and social justice advocacy organizations. She has raised millions of dollars through staging of signature benefits, gala, retail and cultivation events in the interior design, fashion and arts spaces for the Gay Men's Health Crisis(GMHC), The Metropolitan Opera, Housing Work Inc, Bailey House Inc. and DIFFA (Design Industries Foundation Fighting AIDS).