



Connor Hogan

Creative Strategist/Copywriter

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Connor Hogan is a creative with experience in brand and content strategy. He is dedicated to telling his client's stories through dynamic mediums that reflect their passions and personalities

Services

Brand Strategy, Copywriting, SEO Optimization, Video Production, Event Planning, Marketing Strategy, Corporate Coaching, Editorial Planning

Work History

Freelance Creative Strategist and Copywriter (August 2018 - Present)

- Work with clients to write long and short form content that aligns with brand narrative and voice to include blogs, e-mails, ad copy, brochures, white papers, landing page content and business books
- Guide clients through the process of book writing from creating book outlines to writing content for chapters, and in this, wrote two Amazon best-selling books
- Collaborate with clients from Fortune 500 to small boutique startups to hone and refine their product's vision, mission, and brand positioning and transform that into clear branded content with a call to action
- Conduct landscape and customer analysis to ensure developed brand is implemented in a way that is successful and impactful for the client and ensures it is ready to meet the market
- Audit content libraries to understand how client currently communicates with their customers and how their current communication strategy meets their customers
- Survey potential customers through focus group testing to solidify brand positioning and work on creating a more accurate representation of the client's brand
- **Clients Include:** Booz Allen Hamilton, Advantage ForbesBooks, Emplify, Black Hat Management, and others

Brand and Content Strategist, Booz Allen Hamilton (July 2011 – July 2018)

- Developed compelling brand positioning and communication strategies for public and private sector organizations;
- Lead brand strategy exercises and research for Booz Allen's Strategic Innovation Group targeting \$1.6bn in revenue and collaborated with other strategists and designers to realize developed brands
- Served as Managing Editor for Cusp, Booz Allen's platform for connections in the Civil Commercial Group with a readership of 23,000. Cusp won multiple awards for copy, design, and digital presence including the 2015 Gold Hermes Award, and the 2015 Communicator Award
- Produced several external video spots to be used as recruitment plays including an ad played during the Army Navy game in 2016

Contributing Arts and Culture Writer, Metro Weekly (April 2015-April 2016)

- Coordinated interviews for pieces to be published weekly that feature current events, museum exhibitions, music, nightlife, and LGBT issues
- Worked with editorial staff to plan out issue content on a weekly basis by attending weekly staff meetings to pitch stories, and discuss issue plans
- Sourced stories for weekly publication through research, and networks of media contacts

Education

University of the Arts/Pig Iron Theatre School

Master of Fine Arts - Devised Performance

The College of William and Mary - Williamsburg, VA

Bachelor of Arts – Theatre/ Russian and Slavic Studies