

KYLEE O'CONNOR

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OBJECTIVE

Former Division I track and field athlete who ran, jumped and threw for the Oregon Ducks. An organized, driven and curious leader who loves being part of a team. Seeking a product-focused role at a footwear brand that isn't afraid to surpass boundaries. Analytical problem solver who thrives at the intersection of strategy and creativity. Proficient in Adobe Creative Cloud, Google Suite and Microsoft Suite.

EXPERIENCE

Reebok | Men's Performance Apparel Team Intern

June 2021-October 2021 | Portland, OR

- Performed trend and industry research to identify opportunities for new product collaborations and methods of engaging both Reebok-sponsored athletes and consumers.
- Helped shape the direction of future season apparel (SS 23 and beyond).

On Running | Brand Ambassador

March 2021-December 2021 | Portland, OR

- Brand evangelist who aimed to raise awareness and promote products through social media channels.
- Represented the On brand throughout running events and local marketing activations.

UO Sports Product Management | Digital Marketing Specialist

January 2021-December 2021 | Portland, OR

- Lead videographer, producing and editing video content for social media platforms.
- Designed and executed marketing campaigns to optimize engagement, traffic and brand awareness.

Mizuno | Fit and Wear Tester

May 2021-September 2021 | Portland, OR

- Tested Mizuno running footwear and provided feedback on fit and performance.

LaunchSquad | Public Relations Account Executive

September '18-August '20 | San Francisco, CA

- Led industry and competitor analysis, developing key insights to guide decision making.
- Specialized in media strategy, crisis communications and ghostwriting.
- Worked with clients in e-commerce, resale, automotive, enterprise technology and healthcare.

Oregon Athletic Department | Social Media Intern

Fall '17-June '18 | Eugene, OR

- Created and managed the social media accounts for BeOregon, an initiative to promote diversity and inclusion within the athletic department. Twitter posts regularly reached 20K impressions.

EDUCATION

The University of Oregon

- March 2022 | Master of Science in Sports Product Management
- March 2018 | Bachelor of Science in Journalism

HONORS

Oregon Track and Field | "Most Inspirational" Award Recipient, 2018
NSCAA Junior College Women's Scholar All-American team