

# 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 management role at a footwear brand that isn't afraid to surpass boundaries. Analytical problem solver who thrives at the intersection of strategy and creativity.

## EXPERIENCE

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### New Balance | Technical Field Rep (Trackster) for the Pacific Northwest

November 2021-Current | Portland, OR

- Supporting Dick's Sporting Goods, REI, Fleet Feet, Road Runner Sports and run specialty stores in the PNW.
- Aligning with New Balance national strategy and brand goal directives.
- Acting as a digital brand ambassador, bridging digital messages with staff in stores.

### 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.
- 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.

### LaunchSquad | Public Relations Account Executive

September 2018-August 2020 | San Francisco, CA

- 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 2017-June 2018 | 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

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The University of Oregon

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

## HONORS

University of Oregon SPM | Karsten Tindal Leadership Award Recipient, 2022

Oregon Track and Field | "Most Inspirational" Award Recipient, 2018

NCAA Junior College Women's Scholar All-American team

Oregon Ravens Rookie of the Year; Women's National Football Conference (WNFC) All-Pro Team 2022