

# Chad O'Connor

Professor. Consultant. Writer. Editor. Thinker. Connector. Free Agent.

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## Summary

Accomplished expert communicator with diverse experience in academic, corporate, nonprofit, political and consultative settings. Always interested in discussing new business opportunities, consulting projects, and positions; willing to travel and/or relocate for the right opportunity. (NOTE: common misspellings of my name are Chad O'Conner and Chad O'Conor.)

Specialties: Communication Strategy, Key Messages, Business Strategy, Advisory Boards, Business Advice, Startup Advising, Training, Organizational Communication, Change Management, Organizational Effectiveness, Organizational Development, Organizational Leadership, Internal Communications, Presentation Coaching, Public Speaking, Pitching, Speechwriting, Speech Writing, Speech Coaching, Talking Points, Marketing, Social Media, Blogging, Crisis Communication, Public Relations, Media Interviews, Media Inquiries, Press Conferences, Community Relations, Community Outreach, Political Communication, Political Consulting, Copywriting, Content, Ghostwriting, Editing, Advertising, Branding, Integrated Brand, University Teaching

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## Experience

### **Adjunct Professor Of Marketing at D'Amore-McKim School of Business at Northeastern University**

September 2017 - Present

Teaching Brand & Advertising Management (MKTG 6223) for the DMSB full- and part-time MBA program, including how effective advertising bought across a range of media (traditional TV, print, OOH, social, in-app) can leverage and reinforce other brand building techniques (sales promotion, PR opportunities, custom events).

Providing strategic communications advising, go-to-market advice, and cross-industry community connections to startups in NU IDEA, Northeastern's venture accelerator program.

Courses taught:

MKTG 6223 Brand and Advertising Management

### **Adjunct Professor of Communication Studies at Northeastern University**

September 2010 - Present

- Included in BostInno's 2012 13 Top Boston Area Professors, Deans, Directors & Presidents to Follow on Twitter & Why <http://bostinno.com/2012/06/11/13-top-boston-area-professors-deans-directors-presidents-to-follow-on-twitter-why/>
- 2x Northeastern University Excellence in Teaching Award nominee (AY 2011-2012; AY 2013-2014)

Teaching undergraduate courses in Organizational Communication, taking a practical and case study approach to effective internal and external business communication strategies. Subjects include building, maintaining and scaling organizational culture; recruiting and hiring practices to maintain high standards for organizational success; crisis communication; internal and external uses of social media; intervention in dysfunctional communication networks; pivotal executive decisions and announcements; and change management.

Teaching undergraduate courses in Advertising & Integrated Brand Promotion, including how effective advertising bought across a range of media (traditional TV, print, OOH, social, in-app) can leverage and reinforce other brand building techniques (sales promotion, PR opportunities, custom events).

Providing strategic communications advising, go-to-market advice, and cross-industry community connections to startups in NU IDEA, Northeastern's venture accelerator program.

Courses taught:

COMM 3451 Advertising Practices

COMM 2531 Applications of Organizational Communication

COMM 1231 Principles of Organizational Communication

### **Adjunct Professor of Communication at Northeastern University College of Professional Studies**

September 2012 - Present

Teaching grad courses in the MS in Corporate and Organizational Communication program, taking a practical and case study approach to effective internal and external business communication strategies. Subjects include building, maintaining and scaling organizational culture; recruiting and hiring practices to maintain high standards for organizational success; crisis communication; internal and external uses of social media; intervention in dysfunctional communication networks; pivotal executive decisions and announcements; and change management.

Courses taught:

CMN 6090 Organizational Climate, Culture, and Communication

CMN 6050 Crisis Communication

CMN 6010 Foundations of Organizational Communication

### **Freelance Consultant**

January 2003 - Present

Communication Consulting (note: some other clients confidential)

- University of Massachusetts at Amherst – speeches and brand messaging strategies for former Chancellor Robert Holub
- International Health, Racquet & Sportsclub Association – message/presentation for major European conferences
- Health Care for All – Massachusetts health care reform pamphlet intended to persuade legislators during Romneycare deliberations
- The L.A. Program – marketing and operations strategies for West Coast internship program comprised of students from smaller domestic and foreign colleges without permanent West Coast infrastructure
- RedKey Education – marketing strategies for tutoring and admissions counseling service comprised of staff who graduated from elite colleges and universities

### **Adjunct Professor of Communication at Massasoit Community College**

September 2003 - Present

- Instruct up to 100 students per semester in communication studies including public speaking, argumentation, public opinion and mass media effects
- Train students to engage, organize, and deliver effectively for various practical scenarios

Courses taught:

SPCH 105 Speech Communication (Public Speaking)

### **Advisory Board Member at REEL Entrepreneurs, Inc.**

June 2011 - June 2015 (4 years 1 month)

Advised leadership team on issues including strategic partnerships, customer acquisition and retention, marketing and PR for start-up company specializing in creating an entrepreneur-focused multimedia community.

### **Editor, Global Business Hub blog at Boston.com**

January 2012 - May 2014 (2 years 5 months)

blog homepage <http://www.boston.com/business/blogs/global-business-hub/>

The Global Business Hub blog showed the vast intellectual and human capital of the Greater Boston economy. The blog continued in the spirit of Boston World Partnerships' mission of inform and connect.

My role as contributing editor was to plan the editorial calendar of posts for 5 days a week. I wrote pieces as needed, including a series for which I traveled to Europe to write about various global economic connections between Boston and cities there. Additionally, I was responsible for soliciting, vetting, and editing all contributed pieces.

### **Advisory Board Member at The Toolbox, Inc.**

October 2010 - December 2012 (2 years 3 months)

Advised leadership team on issues including membership, marketing, events, and organizational structure for start-up company specializing in creating online interest- and professional-based communities.

The Non-Profit Toolbox community, with networking and educational events, provides resources, connections and education to help make non-profit organizations successful, efficient, and profitable businesses.

### **Connector at Boston World Partnerships**

November 2008 - November 2012 (4 years 1 month)

Boston World Partnerships was a non-profit founded by Mayor Menino to grow Boston's economy by sharing information about Boston's assets and opportunities, and connecting people to those resources. As a volunteer pro-bono Connector, I spread the word about the diversity of human capital and business opportunities that Boston offered to generate quality leads that could be converted into new business in the city.

I served as a Contributing Co-Editor of the BWP Global Business Hub blog hosted on Boston.com, and as a frequent volunteer for Strategy Sessions that advised start-ups on their business models while offering them valuable connections. In 2009 I served as co-chair of the User-Generated Content team, working in conjunction with BWP staff and team members to plan the strategic role for the BWP website, to improve awareness of website content offerings, and to streamline processes in anticipation of organization growth.

[Organization ceased formal operations Nov 2012, but legacy networks exist today]

### **Adjunct Professor of Communication Studies at Emerson College**

September 2003 - May 2010 (6 years 9 months)

- Instruct up to 100 students per semester in Communication Studies course subjects including Public Speaking, Argumentation, Public Opinion and Mass Media Effects
- Train students to engage, organize, and deliver effectively for various practical scenarios

Courses taught:

OP 370 Public Opinion and Propaganda

CC 263 Argument and Advocacy

CC 100 Fundamentals of Speech

OP 100 Fundamentals of Speech

OP 100T Fundamentals of Speech for Marketing Comm Majors

### **Communication Specialist**

September 2005 - May 2007 (1 year 9 months)

- Supported management in Tutor Services division during a period of triple-digit growth with clarifying scope of value-added services bundles for faculty and students

- Formulated operating plans for expanding service capacity with offsite staff
- Assisted identification, interviewing, hiring and training of new staff

### **Operations and Publicity Coordinator**

January 2003 - September 2003 (9 months)

(note: retained as a per-project consultant after this period)

- Served as media analyst for Saudi/Middle East – US relations for a start-up public diplomacy initiative with publication and presentation of findings at major conferences
- Acted as spokesperson and panelist for organization at conferences, forums and special events
- Handled primary liaison responsibilities for program participants, alums and applicants
- Ghostwrote and edited program collateral including mission statement and newsletter
- Conducted media/organizational outreach to generate interest in participants and SAE programs
- Handled logistics for a gala celebration for hundreds of SAE friends and dignified royal guests
- Supervised interns, freelancers and hired companies on project completion

### **Intern**

September 2002 - December 2002 (4 months)

Researcher for grant availability, with compilation of results into a calendar-oriented database to streamline filing processes; Evaluator of organization brand identity, with recommendation of improvement strategies including overhaul of potential organization web site and of organization's current external informative literature

### **Accounts Payable Clerk**

June 1999 - January 2001 (1 year 8 months)

Recorder of A/P receipts for Harbor Tool accounts, A/P and A/R receipts for Anser Tool brand accounts, and tool attributes/measurements for ToolShopper.Com e-commerce system; Coordinator for reconciliation of expense logs, check distributions, and credit reports of potential customers

### **Stand Vendor**

May 1996 - June 1998 (2 years 2 months)

Food retailer in bleacher section (Stand #17) for all Boston Red Sox home games; Keg porter for bleacher stands

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## **Education**

### **Emerson College**

M.A., Political Communication, 2001 - 2002

### **University of Massachusetts Amherst**

BA x 2, Communication / Political Science, 1996 - 2001

**Activities and Societies:** Phi Beta Kappa, Pi Sigma Alpha, Golden Key, Chancellor's Scholarship

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[Contact Chad on LinkedIn](#)