

JOE CONNOR, Marketing and Career Consultant and Copywriter

Joe Connor has more than 15 years experience as a marketing and career consultant and copywriter. In this capacity, he helps companies and individuals with their marketing objectives. For companies, that means working closely with marketing directors and executives on branding, public relations, copywriting and marketing communications to drive sales. For individuals, it means working with job seekers to rewrite resumes and cover letters that secure interviews, and assisting others going through a career change.

Career Consulting Experience

Joe began his career with Allen & Associates in Orlando, Fla. as a writer, helping executives improve their resumes and cover letters in order to secure interviews. His work was so well-received by clients that he was later promoted to Senior Writer. Later, Joe contributed as a copywriter for Cyber Edit, parent company of ResumeEdge.com, helping job seekers improve their resumes and cover letters by securing interviews. Since starting his own company, Joe has helped dozens of job seekers secure employment as a result of successfully rewriting their resume and cover letter.

He is often asked to speak before groups and has volunteered his time at the San Diego Urban League as well as lent his expertise at career fairs, including those organized by the U.S. Census and multiple churches and community organizations.

Marketing Consulting Experience

Since 2001, Joe has worked on behalf of clients in the automotive, education, environmental, health care, legal, non-profit, publishing, real estate, sports and entertainment, transportation and technology industries (software, hardware and telecommunications), plus retail and consumer packaged goods, including food and beverage and electronics, as well as the public sector. Among a short list of clients he has represented over the years on a per-project, as-needed basis: Cardiff Software, CDMA Certification Forum, St. Bernard Software, National University, California Veterinary Specialists, Oceanside Glasstile, San Diego and Orange County Landscape Contractors Association, Hughes Network Systems, UPS and the East San Diego County Association of Realtors, among many others.

Prior to becoming a consultant, Joe served as Marketing Manager for MC Direct, then the 10th largest direct response firm in the U.S. MC Direct hired Option One, (now Aerotek), a job placement firm, to recruit a Marketing Manager to help elevate its brand. Within a year of being hired and working with the executive team, Joe helped raise awareness of MC Direct's unique assets through a strategic marketing and public relations campaign that contributed to Protocol Global acquiring the company in a multi-million dollar transaction.

Before joining MC Direct, Joe served as Public Relations Manager for NeoPoint, managing the media outreach and consumer relations programs for makers of the first-Internet ready wireless phone, a predecessor to the popular Blackberry and smart phones of today. At NeoPoint, working closely with the executive team, Joe also handled all of the company's marketing copywriting duties, including award-submissions of which it was honored a dozen times with industry accolades. Both at NeoPoint and MC Direct, Joe managed multiple associates, including recruiting, hiring and training personnel. Prior to NeoPoint, he was lead writer in the Marketing and Communications Department at Science Applications International Corporation (SAIC), the world's largest employee-owned company, where he contributed to its client and employee newsletters.

