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Objective

As a marketing executive with 15 years of increased knowledge and responsibility, I am seeking new challenges to broaden my base of experience in new areas of marketing.

Work Experience

1996 to Present: D.C. United/Major League Soccer, Vice President of Marketing & Sales.

As Director of Marketing I have developed and implemented strategic marketing programs increasing awareness of D.C. United in the Washington, Virginia and Baltimore Market. I have implemented a wide range of marketing programs from new ticket programs such as youth team tunnels to in store sweepstake promotions for MasterCard combining entry forms with game day couponing. The programs have produced the following results:

- An increase in season ticket sales by 20% over year three (current season tickets 5,108).
- Increased television ratings from .4 (1996) to 1.8 (1999). Current television ratings have surpassed the local NBA (Wizards 1.0) and NHL (Capitals .6) team in the Washington market.
- Spearheaded an effort to sign the local abc affiliate to broadcast a non-national broadcast. abc7 not only is broadcasting the game they have preempted their Saturday prime-time programming for 3 hours of local coverage with pre and post game programming.
- Built game attendance, averaging 16,669 over the first 3 years, to a season average attendance for the 1999 season of 22,533. Currently maintaining an average attendance over the last 3 seasons 21,000.
- Assisted in increasing sponsorship sales by as much as 200% by developing and building new inventory programs for the sponsorship sales department.

Currently managing all aspects of D.C. United's marketing from strategic development and planning, to the implementation of advertising. Additional job responsibilities are the development and implementation of sponsored programs, sales and promotions.

Accomplishments

- League wide voted and awarded Marketer of the Year for 2004 & 2005
- Achieving brand awareness for D.C. United in less than 3 years.
- The sellout of RFK Stadium (57,000) for MLS Cup '97.
- The sellout of RFK Stadium (47,000) for the first Beckham match.
- Surpassing the local NHL franchise in attendance and television ratings for the past 3 years.
- Development of programs and promotions that have increased the participation of National and Local Sponsors.

1995 to 1996: Arnold Advertising - Account Executive

- Managed D.C. United, Washington DC's Major League Soccer Franchise.
- Previously helped launch and manage Mobil Oil
- Corporation's new C-Store product "On the Run".

Accomplishments

- Acquired D.C. United and Internet (the MOST network) as new clients for Arnold Advertising.

- Provided strategic leadership in developing and introducing D.C. United as a new brand to the Washington and outlining markets.

1990 -1995: Trahan, Burdan and Charles, Baltimore - Account Executive

Accomplishments

- Managed Harrah's Corporate and property marketing. Also oversaw the Harrah's Casino Joliet, Harrah's Atlantic City, and Harrah's Brand accounts.
- Reorganized Harrah's southern properties business, which increased profitability and account management efficiency.
- Provided strategic leadership that enabled Harrah's to react to competitive pressures while surpassing profit goals.

1987-1990: Earle Palmer Brown, Bethesda. Senior Account Coordinator.
During tenure served as assistant production manager and studio manager.

1986-1987: Agency Assistant; Erlich Manes & Associates, Bethesda.

Education

Bachelor of Arts, Communications, Salisbury State University, Salisbury, MD. 1985.