

Me, Connor. Я, Коннор.

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About Me

I'm an artistically driven brand manager and communications specialist with over 5 years of leadership experience across consultancy, B2B marketing solutions, and consumer goods & services.

I founded my first consultancy company when at just 16 years old. Since then, I have worked with some of the largest brands in their respective markets and pushed for results beyond genericism. My opinion of, and my approach to what constitutes a brand is nonstandard, and my role in the industry is to push the envelope to fight the average.

My self-taught creative background enables me to turn my thoughts into visuals, but I'm mainly strategic & figures-based in the topic of brand science and consumer psychology. CMYK may deceive, but numbers don't!

Copywriting

I'm a highly literate, native English speaker. My copy goes hand-in-hand with my brand management skills and, indeed, calls to action. I believe there exists a string of words that can be used to convert any person to any thing, for any reason.

Graphic Design / UI / UX

I'm confident in what looks good and what doesn't. My ability to create visually has come from an unending quest to discover how to make things I like to look at, from a personal perspective and the perspective of the customer.

Brand Strategy

The brand is the sum of a company's touchpoints. I have experience innovating and maintaining these many different touchpoints including but not limited to symbology, advertising, brand character & tone, channel presence, and direct market interaction.

