Michael O'Connell

Davie, FL | michaeloconnell36@gmail.com

NSU Florida
Marketing & Brand Development
BSBA Marketing, Nova Southeastern University

Marketing student and entrepreneur with hands-on experience in brand development, content strategy, social media and digital media across a sustainability startup, an established South Florida company and an independent media brand. Seeking marketing, social media, brand development and business development roles.

EXPERIENCE

Greenback – greenback.life – *August 2026 to Present*
***Co-Founder & Head of Marketing**, startup designed to reward eligible certified sustainable grocery purchases*

- Lead brand development, marketing strategy, social media and business growth as a co-founder.
- Pitch to judges, professionals and university leadership at multiple entrepreneurship competitions.
- Conduct market research, customer validation (124-response survey) and competitive analysis.
- Translate research into brand positioning as the team moved from bank linking to receipt scanning.
- Develop marketing materials, social campaigns and event collateral; pursue business partnerships.

Florida Foundation Systems – *Pompano Beach, FL – October 2026 to Present*
***Marketing & Social Media Manager**, family-owned foundation repair company serving South Florida since 1996*

- Manage digital marketing, campaigns and social media across Instagram and LinkedIn.
- Build content strategies and calendars; published or scheduled 24 Instagram posts since October 2026.
- Create reels and carousels showcasing residential and commercial construction projects.
- Strengthen brand awareness and online presence through consistent visuals and educational posts.
- Track calls, estimate requests and website clicks to measure qualified leads, not just views.

The Sinister District – www.thesinisterdistrict.com – *December 2025 to Present*
***Founder, Host & Executive Producer**, paranormal podcast and independent media brand*

- Develop the media brand and marketing strategy; manage social media on Instagram, TikTok and YouTube.
- Produce and edit podcast and video content and lead guest outreach; released 13 episodes to date.
- Grow the audience through six platforms, including Spotify, Apple Podcasts, YouTube and Amazon Music.
- Launched and manage the show's website, with an episode archive, news section and encyclopedia.

Pinkerton Foundation / CUNY Queensborough Community College – *New York, NY – July to August 2024*
***Researcher**, mentored science research program*

- Analyzed how temperature and precipitation related to West Nile virus cases across New York State counties.
- Wrote a research paper and created a poster and presentation of the findings.
- Presented at the American Museum of Natural History (NYC Science Research Mentoring Consortium).

EDUCATION

Nova Southeastern University – *Davie, FL – Expected May 2029*
Bachelor of Science in Business Administration (BSBA), Marketing; Huizenga Business Innovation Academy

ACHIEVEMENTS

- Eagle Scout Award, Boy Scouts of America, November 2024, with six Eagle Palms.
- Founder and President, The Backyard Games Club, Kings Park High School.
- Independent music producer since July 2023: over 40,000 streams, with listeners across 88 countries.
- Professional collaboration with Latin Grammy Award winner Mariano Beyoglonian.

SKILLS

Marketing	Brand development, marketing strategy, content strategy, social media management, campaign planning, market research, competitive analysis, audience growth, pitching
Digital media	Podcast production, video editing, content distribution, guest outreach
Tools	Metricool, Adobe Photoshop, VEGAS Pro, Remotion, Claude, Microsoft Excel, Google Sheets
Languages	English (fluent), Spanish (basic)