O’CONNOR CONNECTIVE’S GROWTH INCLUDES ADDITION OF GORZELANCZYK AS A COMMUNICATIONS SPECIALIST

DE PERE, Wis. — Storytelling has a prominent place in the tapestry of strategic marketing communications deliverables provided by O’Connor Connective. The company’s expansion this summer includes the addition of Melissa Gorzelanczyk, an accomplished storyteller as a communicator, editor/writer and project manager as well as a published book author.

O’Connor Connective is pleased to have Gorzelanczyk join the consultancy and provide expertise as a Communications Specialist to accommodate its growing list of clients. Gorzelanczyk will start July 16, 2018, helping to manage internal and external communications in the fulfillment of marketing and communication plans for clients.

“A combination of talents surrounds Melissa,” said Bridget Krage O’Connor, principal and founder of O’Connor Connective. “Having been the editor of various magazines, Melissa knows how to connect in our community and gracefully leverages the talents of others to make magic happen. Whether it’s managing a photoshoot or authoring articles, she has the flexibility of spirit and honed communication skills that garner outstanding results.”

Gorzelanczyk comes to O’Connor Connective with more than 10 years of experience in communications, specializing in project management, content development and social media marketing. Most recently, Gorzelanczyk was the editor of Women magazine in Appleton, Wisconsin, responsible for managing and producing its monthly content. She previously had a similar multifaceted role as the executive editor of YOU magazine, a women’s lifestyle publication distributed by Gannett Company Inc. in Green Bay, Wisconsin. Gorzelanczyk authored “Arrows,” a young adult novel published by Penguin Random House in 2016. She is pursuing a Master of Fine Arts degree from Vermont College of Fine Arts.

About O’Connor Connective
O’Connor Connective is a communication consultancy that partners with senior leaders of organizations to crystallize their vision and leverage integrated marketing communications to strategically bring that vision to reality. The organization focuses on strategy that communicates. Based in De Pere, Wisconsin, O’Connor Connective brings together strategic planning and strategic communications to grow revenue, raise dollars, engage and recruit employees, and build brand awareness. Services offered by O’Connor Connective include communication and marketing strategy, executive communications and coaching, facilitation and senior leadership team alignment, public and community relations, fundraising communications, culture architecture as well as employee communications. Clients include privately held and service-based companies, school districts, universities and nonprofits. For more information, visit oconnorconnective.com.

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