



355 Main Avenue • De Pere, WI 54115 • 920.288.2980

www.oconnorconnective.com

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Contact: Todd McMahon, todd@oconnorconnective.com, 920-288-2980

O'CONNOR CONNECTIVE EXPANDS DIGITAL SERVICES, WELCOMES TODD PROCTOR AS WEB DEVELOPER AND DIGITAL STRATEGIST

DE PERE, Wis. — Now in its ninth year of delivering a full suite of communications and marketing strategy, counseling and creative storytelling to dozens of business and nonprofit partners in Northeastern Wisconsin and other parts of the country, O'Connor Connective is reinforcing its service lines.

Todd Proctor, a proven pro who's dialed into all things digital, has joined the O'Connor Connective team as Web Developer and Digital Strategist. Proctor, a native of Minnesota's Twin Cities, is a versatile technician with more than 30 years of working as a graphic designer, web developer and all-around digital strategist.

"As we start a new year, we are so fortunate as we welcome Todd to our growing team," said Bridget O'Connor, owner and principal of O'Connor Connective. "From firsthand experience, I know that Todd's vast knowledge and hands-on expertise as a designer, programmer, implementer, analyst and manager in all facets of digital communications is a tremendous addition to our team of consultants. His robust skillset will allow us to expand our in-house bandwidth for the types of digital services our clients need—no matter how big or small."

In true O'Connor Connective fashion, Proctor believes in connections and relationships that last. He and O'Connor, who founded O'Connor Connective in 2013, first worked together at Minneapolis-based Cunningham Group in the early 1990s. O'Connor later hired Proctor when she went to the University of Minnesota Foundation. And, now, Proctor again joins O'Connor's team to round out and expand its offerings.

O'Connor Connective's revamped digital services include:

- Website consultation and development
- Social media strategy and management
- SEO performance review
- Digital marketing campaigns
- Email campaigns and strategy
- Google My Business creation and monitoring
- Analytics reports and monitoring
- Digital trend analysis and best practice consultation



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“From technical and creative applications for an existing or a brand-new website, to helping organizations plan and manage their social media, to creating digital advertising and email campaigns, to the must-have monitoring and boosting of search engines, we have the talent on staff to deliver impressive results for our clients,” O’Connor said. “And it all stems from our commitment to strategy.”

Proctor comes to O’Connor Connective after a 20-year career with the University of Minnesota Foundation in Minneapolis. He worked as a web designer and producer, creating and maintaining websites. Proctor also was well-versed in the development of content management systems, including email marketing, as well as curating web and email analytics. He further helped produce various events in collaboration with staff at University of Minnesota Twin Cities.

Prior to his extensive tenure working in higher education, Proctor was a resourceful graphic, web and multimedia designer for 10-plus years with global architectural firm Cuningham Group. His array of creative contributions included designing and maintaining Cuningham’s first corporate website.

Proctor is the founder of MoviesMatrix—a hybrid blog, video podcast and social media franchise devoted to entertainment. In his spare time, Proctor oversees a team of more than 25 national and international contributors to MoviesMatrix as a web and social strategist, designer and producer.

He studied art studio/visual studies and art history at University of Minnesota Twin Cities. Proctor earned degrees in multimedia and computer graphics from Minnesota School of Computer Imaging and liberal arts and graphic design from North Hennepin Community College in Brooklyn Park, Minnesota.

About O’Connor Connective

Founded in 2013 by Bridget O’Connor and based in De Pere, Wisconsin, O’Connor Connective advises CEOs, presidents and senior leaders to define and communicate their vision to engage, retain and recruit customers, employees and supporters. The company does that by integrating strategy, marketing, creative, public relations, and training to achieve organizational goals. Clients include privately held and service-based companies and nonprofits. O’Connor Connective is a certified Woman-Owned Business Enterprise (WBE). For more information on the consultative and creative services of O’Connor Connective, visit oconnorconnective.com.

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