

ROBERT P. ROCHE III

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Education

Boston University, Boston, MA
B.A., Economics

Experience

January 2018 –
Present

Organizational Performance Group, Woodbridge, CT
Marketing and Innovation Manager

- Design and deliver OPG's marketing initiatives in accordance with the Marketing strategic plan that I helped develop
- Plan annual breakfast and panel events in New York and New Haven, catering to 50 or more industry-specific leaders from the arts, healthcare, higher education, and more
- Organize sponsorships, advertising, email campaigns, printed marketing, and scholarships to market those annual events
- Develop and oversee all digital marketing campaigns for open enrollment courses across Google, LinkedIn, Twitter, Bing, and Facebook
- Oversee and implement all graphic design work across promotional materials, digital marketing, service line development, and client delivery
- Orchestrate internal initiatives to boost creativity like the annual OPG Charrette, in which all standard operations close for one week to allow each employee to pursue an individual or group project for the firm
- Operate and update the OPG website using WordPress and Cornerstone
- Conduct market research to supplement all service lines and OPG initiatives

February 2016 –
January, 2018

Organizational Performance Group, Woodbridge, CT
Client Services Assistant

- Provide project management assistance to Principals and Associates, including liaising with client representatives to plan meeting and event logistics
- Attend client meetings with the Principal and/or Associates to assist with set-up, note-taking, and onsite support
- Complete all follow up activities generated at client events
- Prepare notes and compile evaluations from client meetings for Principal or Senior Associate
- Prepare or edit PowerPoint presentations and other materials for presentation to clients
- Provide overall administrative assistance, including: scheduling, filing, copying and routing of documents, and drafting correspondence

August 2016 –
November 2016

Yale Law School, Alumni Affairs, New Haven, CT
Events Administrative Assistant

- Oversaw digital and physical registration processes, customer inquiries, transportation, and merchandising for Alumni events.
- Attended client meetings with the Principal and/or Senior Associates to assist with set-up, note-taking, and onsite support
- Managed travel arrangements, venue preparations, and AV requirements for all sessions
- Acted as primary contact for high-profile guests and event speakers
- Planned security rotations and transportation for high-profile guests and event speakers
- Provided support and insight with financial records, data entry and registration reports

- Designed, ordered, and organized merchandise for upcoming events, some hosting up to 1000 guests
- Implemented online registration through CVENT and provided service for customer inquiries on registration

March 2015 –
August 2016

Best Doctors, Boston, MA
Talent Acquisition Coordinator

- Championed the candidate experience by being the Ambassador of Best Doctors recruitment process
- Coordinated globally with candidates and hiring managers to schedule interviews
- Scheduled travel arrangements for interviews
- Planned and oversaw staff appreciation events and collaborated with vendors and management under strict budget
- Oversaw recruitment events, duties include booking venues, AV and catering requirements, and staffing
- Collaborated with director to develop and implement staff events and internal competitions to promote growth
- Utilized skills in media and marketing to spearhead employee branding initiative
- Oversaw growth and maintenance of social media for department and introduced innovative marketing tactics

August 2013 –
March 2015

Harvard University, Cambridge, MA
Human Resources Coordinator/Assistant Manager

- Provided managerial support to the Aquatics Manager and the Human Resources office of Harvard Athletics
- Interviewed and hired all new employees for 3 athletic facilities
- Collaborated with management to plan and oversee athletic competitions and recreational events
- Planned and oversaw event details such as safety requirements, staffing, catering, and transportation
- Maintained HR records by recording new hires and changes in job classification for existing employees
- Facilitated orientation for all new employees, focusing on implementing company policies and safety regulations
- Implemented and executed quarterly performance reviews with staff, made promotions using performance analysis
- Drafted monthly Staff meeting agendas, lead discussions with management staff and perform individual follow-ups on staff

Skills Include:

- Advanced knowledge of marketing principles, methodologies, social trends, and social technology
- Highly proficient with WordPress, Squarespace, and similar website developing platforms
- Talented with social media development on Twitter, Facebook, LinkedIn, Minds, and Instagram
- Highly proficient with Adobe Photoshop, Illustrator, InDesign, Premier Pro, and Audition, including some proficiency with Adobe After Effects and Character Animator
- Highly proficient with the Microsoft suite, including Word, Excel, Outlook, PowerPoint, OneNote, and Teams