

Mary O'Brien

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PROFESSIONAL EXPERIENCE

Sentencing Advocacy Group of Evanston

Evanston, Illinois

Mitigation Record Specialist, 2016 to present

Sentencing Advocacy Group of Evanston, SAGE, is a multi-disciplinary mitigation and sentencing-advocacy organization working in capital, juvenile-life-sentence, and non-capital cases. SAGE conducts social history investigations, uncovering data through interviews and record collection to present the defendant in their historical, biological, psychological, and social context to assist in positive sentencing outcomes for cases in state and federal, capital, and non-capital, pre-trial and post-conviction.

- Locate, process, and index client and family records.
- Analyze records for pertinent trends related to client history.
- Create detailed reports, based on data and themes uncovered, to support defense team.
- Set agendas and lead cross-functional team meetings.
- Document specialist for capital post-conviction evidentiary hearing.

Northwestern University

Evanston, Illinois

Research Coordinator, 2009 – 2011

- Analyzed monthly budgeting and accounting reports to maintain expenditure controls to ensure proper allocation of National Institute of Health, NIH, funds. Oversaw budgets for accuracy and compliance with university procedures and regulations.
- Organized Biotech speaker series with visiting professors. Planned and implemented speaker receptions.

Leo Burnett Company

Chicago, Illinois

1987 – 2001

Account Supervisor, Pillsbury and Keebler

- Developed productive relationships among multi-disciplinary agency team members and client to create and produce national consumer advertising campaigns.
- Primary agency liaison responsible for collaborating with client to determine advertising opportunities to elevate brand equity and build business.
- Analyzed consumer behavior, through qualitative and quantitative research to develop compelling advertising plans and copy strategies.
- Wrote detailed briefs to communicate advertising copy goals to creative teams. Nurtured creative development.

Account Executive/Manager Business Development

- Wrote RFPs showcasing agency capabilities. Researched and wrote case studies highlighting agency's successful campaigns.
- Researched prospective clients and industries. Wrote business analyses to brief agency management on companies and the competitive marketplace.
- Managed staff in implementation and execution of agency pitch presentations resulting in new clients including coca Cola, Sony, McDonald's, and Disney.

COMMUNITY SERVICE

Misericordia

Chicago, Illinois

2007 – Present

Chairperson, Masquerade for Misericordia and Volunteer

- Planned and executed annual fundraiser from 2007 – 2013, netting \$300,000 in donations for Misericordia, a home for physically and developmentally disabled children and adults.
- Volunteer as needed for a variety of fundraising events.

Evanston Township High School

Evanston, Illinois

2014 – 2018

Fundraising Volunteer

- Solicited corporate sponsorships for annual fundraiser, 2015.
- Volunteered at fundraising events throughout the school year.

Washington Elementary School PTA

Evanston, Illinois

2002 – 2009

Treasurer and Tutor

- Served as treasurer from 2007 – 2009. Developed and managed \$100,000 annual budget. Planned fundraising events.
- Collaborate with principal and classroom teachers to incorporate PTA funded curriculum-relevant enrichment programs at each grade level.
- Tutor 2002 – 2009. Provided instruction to individual and small groups of students to improve academic performance, reading fluency, and differentiated math instruction.

Connections for the Homeless

Evanston, Illinois

2004 – 2006

Chairperson and Volunteer

- Planned annual fundraising dinner and silent auction, 2006. Managed site selection, catering, entertainment, invitation, silent auction.
- Solicited donations for and organized silent auction, 2004-2005.

EDUCATION

National Louis University

Chicago, Illinois

Elementary and Special Education

- Pursuing Master of Arts in Education

University of Wisconsin-Madison

Madison, Wisconsin

Bachelor of Arts in Journalism