

# Mary O'Brien

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## PROFESSIONAL EXPERIENCE

### **Sentencing Advocacy Group of Evanston**

**Evanston, Illinois**

April 2016 – 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 and retrieve detailed client records from organizations for review.
- Organize and document collected data.
- Analyze records for pertinent trends related to client history.
- Assist in creating detailed reports, based on data and themes uncovered, to support defense team.

### **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