

O'Connor Connective: Grows with addition of Arndt

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De Pere, WI – O'Connor Connective, a leading strategic communications and consulting firm, is delighted to announce the return of Lindsay Arndt as the Vice President of Communications & Digital Services. With a proven track record of success in driving growth and engagement through innovative marketing strategies, Arndt brings a wealth of experience and expertise to the O'Connor Connective team.

Arndt previously served as a Communications Specialist at O'Connor Connective from September 2016 to May 2020, where she demonstrated her ability to develop effective communication strategies and marketing plans for various clients, resulting in enhanced brand recognition and increased market presence.

Other career experiences preparing her for this leadership role at O'Connor Connective included serving as Sr. Growth Marketing Manager at Icario, where Arndt led the campaigns team through strategic event planning and oversaw content creation and lead generation initiatives for multiple communication channels. Her exceptional skills in monitoring data insights and identifying opportunities for digital optimization and content enhancement proved instrumental in driving the client journey and achieving tangible results.

During her time as a Content Manager at Omelet, Arndt made significant contributions to support their client Walmart, as part of their Digital Strategy & Brand Engagement team while residing in Bentonville, Arkansas. As part of this team, Arndt lead content creation and provided strategic guidance to further highlight corporate initiatives across multiple marketing channels.

Arndt graduated cum laude from Winona State University where she received a

degree in mass communication with a minor in marketing. Moreover, Arndt's commitment to continuous growth and professional development is evident in her recent achievement of an Advanced Leadership Certificate from the [Schreiber Foods Institute for Women's Leadership](#) in 2023.

With a diverse skill set that encompasses content creation, social media strategy, and business development, Arndt's return as VP of Communications & Digital Services is met with excitement and anticipation at O'Connor Connective.

"Ideation, passion, creativity, strategy, positivity. Lindsay brings all these important elements to our team and clients," said Bridget O'Connor, owner and principal of O'Connor Connective. "Having her in this leadership role enhances our offerings in the digital communications space in a transformative way that aligns with our vision — to be the partner of choice in the advancement of communities."

About O'Connor Connective

Founded in 2013 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 from across the country. O'Connor Connective is a certified Woman-Owned Business Enterprise (WBE). For more information on their consultative and creative services, visit oconnorconnective.com.