

CONNORFOGEL

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EXPERIENCE

Freelance Multimedia Specialist

Greater Philadelphia Area May 2018 - Present

- Develop professional relationships with five small business, startup and nonprofit clients to build websites, content and social media
- Use Adobe Suite and various website management systems to create, present and analyze content

Transformation Yoga Project, March 2019 - Present

- Lead community engagement campaigns, like second annual Yoga Day at the Union event with Philadelphia Union, creating media kits with newsletters, one sheets, infographics and social media posts
- Create and analyze weekly and monthly social media content across Twitter, Instagram, Facebook and newsletter content on MailChimp
- Managed social media during March Criminal Justice Month, raising more than \$10,000 in crowdsourcing campaign
- Update website's current events, and write monthly blog posts

MDH Advisors, February 2019 - Present

- Manage social media accounts for weekly posts, pulling content from author's books, articles to build brand and audience
- Build speaker's website with updated copy and Archive page to organize print and online content like articles, blogs, and podcasts

Wayne Vision, May 2018 - June 2018

- Redesigned the shop's website—organizing content across pages, editing copy, taking all pictures to showcase employees and brands

Brisket and Brews, May 2018 - Present

- Manage blog and Instagram account featuring local breweries and restaurants to explore Philadelphia food culture

Technology Sales Consultant, Springboard Media, Inc.

Exton, Pennsylvania November 2018 - June 2019

- Demonstrate professionalism and exceptional product knowledge of Apple, Sonos and other technologies
- Build lasting, positive relationships with customers to ensure the best service and shopping experience possible for their needs and future

Social Media Intern, Transformation Yoga Project

Greater Philadelphia Area August 2018 - December 2018

- Work with Project Manager to create and implement campaigns, using weekly calendars for engaging blogs, posts, clips and newsletters
- Managed social accounts for #GivingYogaDay November campaign, raising more than \$5,000 on Giving Tuesday

SKILLS

Programs:

Photography
Video Production
WordPress
Photoshop
InDesign
Premiere
Google Analytics Certified
Google AdWords Certified
Microsoft Office
HTML Coding
MailChimp
HootSuite

Social Media:

Instagram
Facebook
Twitter
Snapchat
YouTube
LinkedIn

Equipment:

Nikon DSLR cameras
GoPro & 360 cameras

EDUCATION

Syracuse University, S.I. Newhouse School of Public Communications

Class of 2018

B.S.: Newspaper and

Online Journalism

Minor: Psychology

Dean's List

GPA: 3.61

ACTIVITIES

Lambda Chi Alpha Fraternity

Community Service Chair

Executive Committee Member

Syracuse Men's Club Soccer Team