



CONNOR LANE

MARKETING PROFESSIONAL

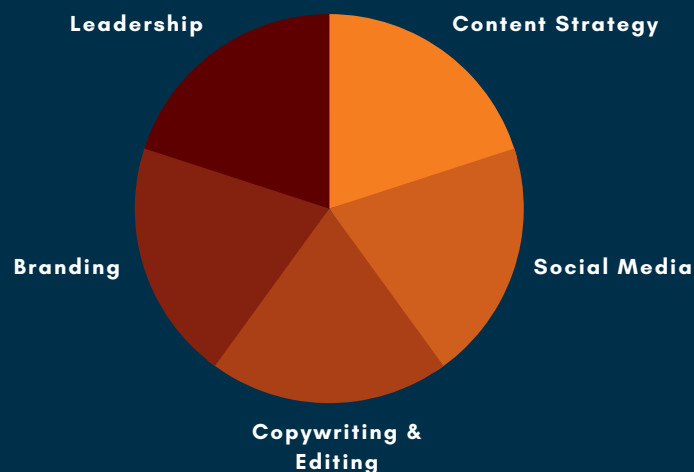
PROFILE

Driven creative professional with 5+ years of experience. Skilled content producer and strategist with a strong focus in communication and execution. Fast learner with a constant desire for growth professionally and personally. Excellent writer, copyeditor and communicator.

Experienced with creative direction, podcast show-running and project management. Strong graphic designer and video editor. Charismatic communicator with a passion for creating and maintaining relationships.



STRENGTHS



WORK EXPERIENCE

Marketing Coordinator

Smithbucklin | April 2022 – Present

- Put together year-round marketing strategies, managed social and email calendars, and led teams for nine different full-scale associations and 20+ events
- Communicated with internal marketing, management and creative teams to achieve record-setting event attendance

LTL Support Analyst

Priority1 | Feb. 2021 – Mar. 2022

- Solved problems efficiently by multitasking and prioritizing logistics workloads in a fast-paced environment
- Communicated with clients effectively with accuracy and timeliness in mind

Marketing & Creative Consultant

Independent Work | August 2020 – Present

- Created and established new brands for clients, including graphic design, social media strategy and content creation
- Produced, wrote and edited podcast episodes for a variety of shows

Financial Advisor

Northwestern Mutual | Sept. 2019 – August 2020

- Analyzed and made financial recommendations for clients and businesses
- Excelled in planning and implementation with clients

Marketing Coordinator

Northwest Health | Jan. 2019 – July 2019

- Worked with marketing team to grow business across a 5-hospital, 37-clinic network of healthcare providers
- Created measurable social media growth, increasing average monthly reach to over 100,000
- Planned and orchestrated groundbreakings, job fairs and other events to create and grow brand awareness

Social Media Director - Internship

James Hodge Auto Group | Summer 2018

- Strategized events and advertising/media buys
- Ran 10+ social media accounts across seven dealerships
- Worked with local influencers to create engaging content and integrate video into marketing strategy

Sports Editor & Designer - Internship

The Arkansas Traveler | April 2017 – Dec. 2017

- Edited and wrote stories covering Arkansas Razorback athletics
- Designed graphics and layouts for weekly publication
- Managed a staff of writers on a deadline

Student Production Assistant - Internship

Razorback Sports Network/ESPN |

May 2016 – April 2017

- Assisted with production and broadcast of Razorback sports on ESPN and SEC networks

ACADEMIC BACKGROUND

University of Arkansas - Fayetteville

Bachelor's Degree in Journalism & Political Science |

Jan. 2016 – Dec. 2018

- Pursued studies in the fields of marketing, advertising and public relations
- Studied abroad at the University of Arkansas Rome Center in Italy for International Advertising and Public Relations and International Politics

PROGRAMS

Adobe Photoshop

Adobe Illustrator

Audition

Premiere Pro

ACHIEVEMENTS

- Won a regional collegiate award from the Society of Professional Journalists as a sports writer for the Arkansas Traveler
- Received the Presidential Volunteer Service Award for work on Landstuhl Regional Medical Center in Germany

CONTACT



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