

# Connor David Frasier

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## Summary

Energetic and dedicated creative professional driven by a deep passion for marketing and a relentless pursuit of knowledge. With over 4 years of hands-on experience collaborating across various departments in higher education, I have honed my skills in content brainstorming, creation, and effective management of student employees. Now seeking an opportunity to leverage and expand my skill set in a dynamic new environment where I can contribute significantly and make a lasting impact.

## EXPERIENCE

### Clarkson University, Potsdam, NY – *Digital Content Creator & Writer*

April 2019 – Present

- Lead University Videographer/Producer
  - Orchestrated the creation, storyboarding, production, and editing of impactful video projects across various university departments.
  - Collaborated closely with the marketing department to develop and execute effective video production tactics including promotions and advertisements.
  - Produced Clarkson's Official Campus Tour video, garnering nearly 20K views, over 1,000 watch hours, and 100K+ Impressions since 10-21
  - Achieved remarkable success with a recent video series campaign, amassing over 48K views on YouTube since April 2020.
  - Created, shot & edited two of the most viewed videos on Clarkson's YouTube channel with a combined 30K views, 800 watch hours, and a 70% full retention rate
- Lead University Photographer
  - Head of photography for all major university events, photoshoots, & various departmental requests
  - Photoshoot planning & implementation for magazines, websites, and other various digital strategies
  - Portraits, modeling photos, sports, professional headshots, live events, drone photography
- Analy Social Media Statistics
  - 3x growth of initial YouTube subscriber count with 3,000 new subscribers since taking control of Clarkson channel in May 2019.
  - Average of over 15K views each month with 300 watch hours on Clarkson's YouTube
  - SEO strategies with titles, captions, and descriptions for videos with specific tagging and hashtags.
- Graphic Design
  - Thumbnail & graphic creation for social media and email blasts, as well as graphic work for video intros and outros.
- Planning & Execution of Various Marketing Campaigns
  - Working closely with various departments including admissions, alumni giving, and all educational departments as a team to grow exposure and engagement
  - Noteworthy campaigns are for the annual giving day, athletic giving day, and end-of-fiscal year summary.
- Managerial Duties
  - Supervisor of 3-5 student-employees each semester
  - Responsibilities included responding to marketing requests, scheduling events & projects for employees, oversight of project completion, & mentoring employees

## **Allentown Tables/Fitch's Billiards, Easton, PA – Admin work/Laborer**

2016–2019

- Installing pool and game tables
- Using teamwork skills to setup and install game tables for customers
- Website management/editing
- Administrative work

## **Mackey Photo & Video, East Stroudsburg, PA – Creative Intern**

2018

- Coordinating with clients for special events
- Produced and edited video & photographed events
- Created promotional videos and commercials

## **EDUCATION**

### **Post Grad: Clarkson University, Potsdam, NY – MBA in general studies (in progress)**

2020–Present

### **Undergraduate: East Stroudsburg University, East Stroudsburg, PA – B.S**

2014–2018

- B.S in Digital Media Technologies
- 3.5 GPA

## **Additional Info**

Please visit my portfolio site below for creation examples

Portfolio Website: <http://www.frasiermedia.com/>

Linkedin Page: <https://www.linkedin.com/in/connor-frasier-522944148/>

YouTube Page: <https://www.youtube.com/channel/UCgvyZay66nfrmQEP70kG4ww->