

# CONNORFOGEL

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## EXPERIENCE

### Freelance Content Strategist

Greater Philadelphia Area May 2018 - Present

- Develop professional relationships with five small business, consulting and nonprofit clients, creating social media, websites, digital content
- Use Adobe Suite and content management systems to create, present and analyze digital and print media

#### Transformation Yoga Project, August 2018 - Present

- Lead community engagement campaigns, like #GivingTuesday, Yoga Day at the Union, September Recovery Month "30 for 30" classes, creating newsletters, blogs, calendars, social posts and press releases
- Create and analyze weekly and monthly content across social media, MailChimp newsletters, website blogs and events
- Managed social media during Criminal Justice Month, raising more than \$10,000 in crowdsourcing campaign
- Apply for local grants to fund, expand and build programs; applications accepted for financial support and yoga materials

#### Going Om LLC, February 2019 - Present

- Assist Amazon #1 Best Seller book campaign – organizing campaign tasks, updating website pages, promoting organic and paid content
- Manage social media accounts for weekly posts, pulling content from author's books, articles to build brand and audience
- Redesign website with updated copy, graphics and increased client traffic and conversions for professional engagements
- Research, strategize thought leadership video and blog post content

### Local Market Ambassador, Iron Hill Brewery & Restaurant

Newtown, PA March 2020 - May 2020

- Promote restaurant opening in new community, building relations with local organizations, businesses and residents
- Plan and execute special events, beer releases, local partnerships to build loyalty with guests and staff; working with General Manager, Head Chef and Head Brewer

Collaborate with Marketing, Newtown team to create content featuring food, events, staff and customers on social media

### Technology Sales Consultant, Springboard Media, Inc.

Exton, PA 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 for their present and future needs

## SKILLS

### Programs:

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

### Social Media:

Instagram  
Facebook  
Twitter  
LinkedIn  
YouTube  
SnapChat

### 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