

# CONNOR TITSWORTH

## EXPERIENCE

### SOCIAL CONTENT PRODUCER

**TED Conferences LLC**, New York, NY / April 2022 – June 2023

- Adapted content from TED's expansive library of talks, articles, podcasts, and more into engaging and digestible short-form videos, animations, and graphics for TED's audience of 82M+ followers across all major social channels.
- Identified key messaging opportunities based on social trends, current events, and topics of interest among TED's audiences to strategically create and program timely, valuable content optimized for maximum engagement.
- Directed and assisted in producing live webinars and sponsored LinkedIn Live broadcasts with TED speakers, curators, partners, and external talent.
- Contributed video content to the "TEDToks" TikTok account, which amassed over 2M followers and was awarded a Shorty Impact Award and People's Voice Webby.

### SOCIAL MEDIA AND VIDEO SPECIALIST

**The University of Toledo**, Toledo, OH / Jan 2021 – April 2022

- Managed the university's main social channels, creating, editing, and scheduling engaging written, visual, and video content across all accounts.
- Filmed, edited, and shared video packages including student life showcases, event highlights, motion graphics animations, PSAs, and expert interviews.
- Oversaw Toledo's student ambassador program of over thirty influencers producing vlogs, Instagram stories, and other video materials.

### SOCIAL CONTENT MANAGER

**The University of Michigan**, Ann Arbor, MI / Aug 2018 - Oct 2020

- Managed the University of Michigan's central social presence, strategic communications, and best practices on behalf of the Office for the Vice President of Communications.
- Created daily content outlines, posts, and visuals for all social properties, as well as long-term calendars for ongoing projects and campaigns.
- Scripted, directed, shot, and edited talking-head interviews, PSAs, short promotional films, animations, and more.
- Monitored online conversations, generated social listening reports, and collaborated with the Public Affairs team in crisis communications efforts.

### SOCIAL MEDIA CONTENT SPECIALIST

**The University of Michigan**, Ann Arbor, MI / Sept 2017 - Mar 2018

- Produced compelling videos, animations, and graphic content for all central university social properties.
- Provided direction on best practices and standards in social content, video, and graphic design to partners across the university.
- Assisted in creating a brand voice on social that portrayed an accessible persona while living up to the university's legacy of "Leaders and Best."

### VIDEO PRODUCER

**RL Creative**, Toledo, OH / Mar 2016 - Sept 2018

- Served as a camera operator and editor for commercial shoots on jobs for national and local clients.
- Managed the setup and operation of cinema cameras, lights, and audio equipment.
- Helped organize and oversee talent schedules, location availability, production notes, and shot lists.

## CONTACT

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## PORTFOLIO

Work samples can be found at  
[connortitsworth.com](http://connortitsworth.com)

## EDUCATION

### UNIVERSITY OF TOLEDO

#### Toledo, OH

*Bachelor of Arts in Marketing and  
Communications (Dec 2015)*

## SKILLS

**Video Editing** - Proficient in Adobe  
Premiere Pro and After Effects.

**Social Media Management** -  
Confident managing multi-channel  
organic social strategies and  
calendars, monitoring traffic, and  
engaging with communities on all  
major platforms.

**Video Production** - Capable of  
shooting all manner of projects with a  
variety of professional and prosumer-  
level gear.

**Graphic Design** - Experienced in  
Adobe Photoshop and Canva.

**Copywriting** - Adept at creating  
engaging, social-friendly copy that  
aligns with a brand's voice and  
objectives.

## REFERENCES

References can be made  
available upon request.