

CONNOR TITSWORTH

EXPERIENCE

CREATIVE DIRECTOR

The University of Michigan, Ann Arbor, MI / March, 2024 - Present

- Capture photos, design graphic elements, and produce videos and animations for use on central University of Michigan social media, web platforms, print publications, and emerging media.
- Curate, tag, and maintain an easily accessible and searchable library of thousands of visual assets for communicators across campus, including staff, faculty, and students to use in marketing and communications materials.
- Evaluate and refine creative processes, stay up-to-date on industry trends, and seek new ways to enhance multimedia output and collaboration opportunities.

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 share timely, valuable content optimized for maximum engagement.
- 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

- Oversaw 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, PSAs, and expert interviews.
- Created Toledo's student ambassador program, managing over thirty influencers producing vlogs, Instagram stories, and other visual materials.

SOCIAL CONTENT MANAGER

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

- Managed the University of Michigan's central social channels, strategic communications, and best practices on behalf of the Office for the Vice President for 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.

CONTACT

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PORTFOLIO

Work samples can be found at connortitsworth.com

EDUCATION

UNIVERSITY OF TOLEDO Toledo, OH

Bachelor of Arts in Marketing and Communications (Dec 2015)

SKILLS

Video Production – Capable of shooting all manner of projects with professional and prosumer-level equipment.

Video Editing - Proficient in non-linear editing software including Adobe Premiere Pro and After Effects.

Stills Photography – Experienced in capturing and editing event, landscape, portrait, and product photos.

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

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.