

# Connor Hager



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Boston, MA

## Education

Bachelors in Biology - Tufts University

2016 - 2020

Masters in Digital Media - Northeastern University

2023 - 2025

## Work Experience

### Northeastern University, Education Innovation

**Boston, MA**

Events Manager

Sep. 2023 - Present

- Streamline and consult on event planning operations for 10+ departments within Northeastern University's multi-campus network, including annual, high-profile conferences hosting 4,000+ attendees
- Head website restructure initiatives and continued maintenance for geo.northeastern.edu, as well as supporting update and consultation requests for five other websites across Education Innovation
- Develop and maintain standard operating procedures (SOPs) and other interdepartmental resources such as the catering guide, venue guide, recommended vendor lists, event post-mortem process, etc.
- Coordinate event timelines, estimated budgets, and contingency plans while monitoring progress of event preparations and expenditures

### Northeastern University, Global Experience Office (GEO)

**Boston, MA**

Study Abroad Manager - Marketing & Events

Mar. 2023 - Sep. 2023

- Spearheaded marketing operations for GEO's social media accounts (Facebook, Instagram, LinkedIn, Twitter, TikTok), event promotions, informational videos, biweekly newsletter, website, and other mass communications that reached 20,000+ students, families, staff, partners, and external stakeholders
- Oversaw event management for critical B2C events with up to 1,000+ attendees and served as first point of contact for collaborations with partners, student organizations, other university departments
- Led the Events & Marketing Committee to identify potential improvements, develop new engagement initiatives, and maintain SOPs for all event and marketing projects
- Member of NU Student Life Social Leads and attended monthly consulting sessions with other social media managers across the university to identify strengths, growth opportunities, and active trends
- Identified and corrected reviewing error of ~200 out of 700+ scholarship applications from students registered for Summer 2023 faculty-led programs, took lead for the remainder of the review and notification process, then led the process for all Summer 2023 traditional study abroad scholarship applications to meet two-week deadline

Study Abroad & Exchange Coordinator

Aug. 2022 - Mar. 2023

- Utilized WordPress to maintain website accuracy and oversaw content page development for upcoming events, current and new programs, student blog posts, staff changes, and other marketing initiatives
- Managed and mentored GEO's editorial, photography, and film fellowship programs through weekly content development prior to distribution across the website, social media, and other initiatives
- Represented GEO during conferences and site visits to maintain and develop partnerships
- Advised students pursuing one of ~30 programs between Latin America and United Kingdom

## Advising Coordinator

Nov. 2021 - Aug. 2022

- Oversaw hiring, onboarding, and supervision of 10+ student workers each semester to support operational projects across customer service, events, marketing, advising, and other office initiatives
- Supported marketing team with event management responsibilities such as organizing catering, booking locations, collaborating with other departments, updating website, and facilitating events
- Advised ~80 students through the application process for London School of Economics Summer School
- Tracked over \$1,000,000 across deposits, withdrawal fees, and refunds for ~1,600 students between 60+ programs in Summer 2022

## Administrative Assistant

Jul. 2021 - Nov. 2021

- Organized customer service, general advising, and served as first point of contact for escalations
- Supported GEO strategic goals via calendar management, meeting notes, and internal communications
- Managed critical documentation and database information for student applications
- Member of Scholarship Review Committee for GEO's scholarship and media fellowship applications

## Goffstown High School Science Teacher

Goffstown, NH  
Jan. 2021 - Jun. 2021

- Oversaw the general and honors-level education of 70+ students for physical science and earth science
- Fostered an interdisciplinary approach that integrated mixed media into a science-focused curriculum
- Advocated and accommodated curriculum for neurodiverse and ESL students

## Other Professional Experience

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### 2023 NAFSA Region X and XI Conference Presenter

Montreal, Canada  
Oct. 2023

Co-presented an hour-long seminar on "Utilizing Students to Improve Marketing & Event Strategies" to 40+ international education professionals. After the presentation, attendees walked away being able to:

- Develop a marketing and events strategy that meets the needs and capabilities of their staff, students, department, and institution
- Train students to support their department's online and on-campus presence
- Understand and apply current trends within higher education marketing and events to current initiatives

**Check out my portfolio below:**

<https://connorjohnhager.github.io>

## Software & Skills

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**Coding Languages:** CSS, HTML, JavaScript

**Software:** Asana, Adobe Creative Suite (Illustrator, InDesign, Photoshop, Premiere Pro), Calendly, Canva, CoSchedule, Discord, Eventbrite, GarageBand, Google Suite, iMovie, Mailchimp, Microsoft Office, Notion, Procreate, Slack, Smartsheet, Social Media (Instagram, LinkedIn, TikTok), VSCode, WordPress, Zoom

## Hobbies & Interests

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Animal Care (experience with birds of prey, giraffes, horses, house pets, turtles, wolves, etc.), Being Outdoors & With Friends, Board Games, Coding, Cooking, Editing, Learning New Things, Media (books, movies, podcasts, television, video games, etc.), Theater (experience as an actor/dancer/singer, assistant director, choreographer, lighting/sound technician, mime, etc.), Trying New Restaurants, Writing