

CONNOR HAGER

WEB AND DIGITAL MEDIA MANAGER

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PROFESSIONAL SUMMARY

Web and digital media manager with strengths in user experience (UX), quality assurance, content strategy, and complex event operations. Elevate engagement, accessibility, and team performance while directing multi-site projects, optimizing workflows, and advancing high-impact initiatives across large, diverse environments.

S K I L L S

- **Programming Languages** – C#, CSS, GDScript, HTML, JavaScript, Python, XAML
- **Digital, Data, and Creative Technologies** – Adobe Creative Cloud (Audition, Illustrator, InDesign, Photoshop, Premiere Pro), Canva, GitHub, Godot, JSON, REST APIs, Unity, Visual Studio Code, WordPress
- **Additional Tools** – Asana, CoSchedule, Eventbrite, Google Suite, Mailchimp, Microsoft Office, Qualtrics
- **Soft Skills** – Adaptability, communication, cross-functional collaboration, leadership, problem-solving, project management, mentoring, stakeholder engagement, technical troubleshooting, time management, training, workflow optimization

PROFESSIONAL EXPERIENCE

NORTHEASTERN UNIVERSITY, Boston, MA

07/2021 – 10/2025

Digital Media and Web Manager, Education Innovation (11/2024 – 10/2025)

- Managed end-to-end website development and redesigns for 15 departments, improving usability and brand cohesion while delivering projects on time and within budget.
- Developed web strategies using WordPress, HTML and CSS, digital accessibility standards, and SEO, increasing site performance and user engagement by 30%.
- Implemented department-wide training programs, documentation, and workflows that improved content management efficiency and reduced update turnaround times by 70%.

Events Manager, Education Innovation (09/2023 – 11/2024)

- Spearheaded logistics for high-impact conferences with over 4K in-person and hybrid attendees, enhancing attendee experience through structured planning, volunteer management, and streamlined operational workflows.
- Optimized event operations by deploying Eventbrite integrations for registration and analytics, improving reporting accuracy and reducing manual coordination across 15 departments.
- Oversaw redesign of geo.northeastern.edu and consulted on 10 additional sites, elevating UX, navigation clarity, and accessibility compliance across portfolio.

Administrative Assistant; Study Abroad Coordinator; Study Abroad Manager, Global Experience Office (07/2021 – 09/2023)

- Led multi-channel marketing strategy reaching over 20K students, families, and faculty through social media, newsletters, event campaigns, and web content, driving increased program visibility and engagement.
- Coordinated events with over 1K attendees, strengthening vendor partnerships and cross-departmental collaboration to support university-wide global education initiatives.
- Supervised and trained over 50 student workers in operations, marketing, customer service, and event support, improving team productivity and service quality.

GOFFSTOWN HIGH SCHOOL, Goffstown, NH

09/2020 – 06/2021

Science Teacher (01/2021 – 06/2021)

- Promoted to full-time faculty and instructed over 70 high school students across multiple science courses, ensuring overall class performance and engagement through virtual learning.
- Developed interdisciplinary lessons integrating art and mixed media into STEM curriculum, increasing student participation and creative problem-solving.
- Adapted curriculum and instructional strategies to support neurodiverse and ESL learners, contributing to improved accessibility and individualized learning outcomes.
- Collaborated with faculty and families to communicate academic expectations and strengthen community engagement, enhancing student support and school-wide alignment.

Tutor and Student Support Specialist (09/2020 – 01/2021)

- Tutored 50 students in time management, organization, and study skills, improving individual academic performance and assignment completion rates.
- Produced and edited weekly communication videos to deliver key updates to over 1K students and families, strengthening transparency and community connection.
- Co-managed remote learning schedules each semester, coordinating logistics for students and faculty and improving virtual-classroom consistency.

E D U C A T I O N

Master of Science (MS), Digital Media, NORTHEASTERN UNIVERSITY, Boston, MA

Bachelor of Science (BS), Biology, TUFTS UNIVERSITY, Medford, MA

H O N O R S

Selected Presenter, NAFSA: ASSOCIATION OF INTERNATIONAL EDUCATORS, Region X and XI Conference, Montreal, Canada (10/2023)

- Co-presented “Utilizing Students to Improve Marketing and Event Strategies” to 40 international education professionals, providing actionable tools to improve student staff workflows, event execution, and marketing impact.