



Connor Lewis

Contact:



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Career Focus

To pursue an career as in web design and digital marketing. I hope to advance my career and the company's presence through my creativity • problem solving • and • teamplayer attitude

Education

The University of Toledo
2801 Bancroft St, Toledo,
OH 43606

Bachelors of Business
Administration
Grad Date: Fall 2020

AACBS Accredited College
of Business Administration

3.602 GPA

Majors:
Digital Marketing
Information Systems

Certificates

Hootsuite Platform
Hubspot Social Media

Digital Marketing Experience

Indicator Advisory Corporation

Feb 2020 – Present

Web Design and SEO Consulting intern

- Improve CRM through Contact forms and Mailchimp to more effectively respond to new and existing clients

- Entirely designed company website using wordpress and custom html coding making sure site is optimal for mobile devices

- Improve SEO through editing/creating blog posts and facebook posts to build page authority through meta tags and quality content

SD Bullion

Sept 2019 – Jan 2020

Content Creation/Digital Marketing Intern

- Executed brand research to see how our brand performed in reviews, comments, organic search and content, so we could improve the brand

- Write product descriptions, blog posts, edit photos and videos for YouTube, using Photoshop, Premier Pro, Magento and WordPress

- Improve site SEO by performing maintenance such as fixing backlinks, writing meta-descriptions and making sure content was quality for google ranking

Extracurricular Experience

Alpha Kappa Psi

Sept 2017 – Present

Professional Co-Ed Business Fraternity

Student Member

- Enhance interpersonal skills, leadership and promote the values and standards of the Fraternity by helping others reach full potential
- Transformed new pledges into membership through knowledge sharing to develop them professionally and guide them through the pledging process
- Attend leadership conference in Chicago to learn from key-note speakers, industry professionals and my brothers from around the country to develop personally and professionally

Griffith University Association of Marketing

Spring 2019

Study Abroad student, Financial Member

- Achieved a certificate of recognition for my involvement at meetings and events
- Discovered the business practices and policies of Australia allowing me to better understand their culture and demographics
- Networked with industry professionals from different fields such as Entrepreneurs, Government marketing leaders and Griffith University marketing professors/employees

American Marketing Association

Sept 2019 – Present
Jan 2020 – May 2020

Vice President of Membership

- Developed the recruitment plan for spring 2020 semester, as well as ways to improve active membership
- Engage in today's best marketing practices by competing in marketing competitions at meetings and events
- Create content and maintain a quality website as part of a student run advertising agency called Shattered Glass Marketing

Study Abroad

Spring 2019

Griffith University, Gold Coast, Queensland, Australia

- Displayed teamwork as a member of the Griffith Greendogs Basketball Club and the ability to interact effectively with people from another country
- Expanded personal horizons through my schoolwork, travels/adventures with Australians and other study abroad students
- Completed an Advertising and Creative strategies course to better my understanding of how to reach consumers, as this course was not offered at my university