

# Connor Falls

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Digital Content Marketing Specialist | SEO & Web Strategy | Brand Storytelling

## Experience

### Marketing Manager | The Carbon Underground – Remote | May 2023–Present

(Promoted from Youth Engagement Coordinator and Marketing Intern)

- Develop and optimize SEO-driven content across website, blog, and email channels.
- Manage CMS updates, content calendars, and multi-channel campaigns for 20+ partners.
- Write and edit blogs, case studies, and social posts to align brand voice with sustainability messaging.
- Track analytics (Google Analytics, SEMrush) to evaluate campaign performance and inform strategy.

### Freelance Marketing & Branding Consultant – Remote | January 2024–Present

- Support nonprofits and startups with content planning, internal comms systems, and brand messaging tools.

### Social Media & Events Coordinator | Jack Martin State Farm – Gurnee, IL | February 2025–Present

- Grow Instagram presence through community-driven and seasonal campaigns.
- Design, schedule, and publish event promotions, team highlights, and local engagement content using Canva and Hootsuite.
- Manage outreach and logistics for fundraisers, community events, and partner collaborations.

### Media Producer & Director | Volunteers for Outdoors Colorado – Denver, CO | March 2023–May 2023

- Led nonprofit video campaigns from concept through post-production to drive donor engagement.
- Managed storyboarding, scheduling, and logistics; delivered polished video assets on time.

## Education

University of Denver, Daniels College of Business

Bachelor of Science in Business Administration, Marketing — June 2024

## Licenses & Certifications

Essential Skills for Social Media Managers, Email Marketing, Google Analytics, HubSpot Inbound, Excel, PowerPoint & Docs (Advanced)

## Skills

### Tools & Platforms

- Design & Marketing: Canva, HubSpot, Mailchimp, Hootsuite, Photoshop (Advanced), Illustrator, CapCut, Blender
- Productivity & Web: Microsoft Office, Google Workspace, Teams, Google Analytics, SEMrush, TikTok Creator Tools, WordPress (page design, admin, & content), custom coding (HTML/CSS/JS)

### Communications

- Copywriting, Brand Messaging, SEO Content, Email Marketing, Social Media Strategy, Content Planning, Public Speaking

### Project Operations

- Internal Documentation, Asset Management, Workflow Optimization

### Programming

- Python, C#, Unity, Visual Studio

### Languages

- Spanish (Basic)

## Key Accomplishments

- **ReCLAIM (2024–Present):** Helped develop a climate storytelling game; coordinated 20+ partners, and shaped campaign messaging.
- **Edison Institute (2025):** Contributed to early planning for a regenerative agriculture campus and database with Chico State.
- **TikTok Growth (TCU):** Drove over 250K views and 25K likes to boost awareness of regenerative agriculture.