

Connor J. Smith

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Education

Ithaca College Ithaca, NY	<i>May 2026</i>
Master of Business Administration in Entertainment and Media Management	GPA 4.00
Bachelor of Science in Business Management, concentrating in Strategic Leadership	GPA 3.73
<i>Minor in Integrated Marketing Communications</i>	<i>GPA 4.00</i>

Recent Experience

Co-Founder and Event Organizer | Old Greeny Fringe Festival | Ithaca, NY *Nov 2025 - May 2026*

- Conceptualized, pitched, and obtained university & grant funding for a week-long fringe festival
- Planned & executed 60 events across 15 venues over 7 days, with total attendance of 1,400 people
- Designed and implemented digital marketing campaigns, leading to 250,000+ online views within 3 months
- Fostered 30+ community partnerships, 4 pre-festival promotional activations, & 15 vendor relationships
- Served as a venue captain at events, leading all volunteers and productions

Event Organizer and Host | Ithaca College Demo Day | Ithaca, NY *Aug 2025 - April 2026*

- Marketed, planned, and executed two live business pitch competitions in downtown Ithaca, distributing a total of \$20,000 of funding to young entrepreneurs' start-ups
- Led marketing, scheduling, catering, and competition production, drawing crowds of 100+

Manager | Jimmy John's | Guilderland, NY *Nov 2021 - Jan 2026*

- Oversaw daily store operations, inventory management, purchasing, hiring, and customer service
- Enforced food safety standards and Jimmy John's "Freaky Fast" corporate guidelines

Executive Intern | Target | Schenectady, NY *June 2025 - July 2025*

- Analyzed operations within the General Merchandise division to execute daily sales initiatives
- Led cross-functional teams to execute daily goals, ensuring strict adherence to corporate brand standards and operational KPIs

Station Manager | Ithaca College Television | Ithaca, NY *May 2024 - May 2025*

- Led 400+ student volunteers and 12 executive staff members in the production of 24 live and prerecorded weekly broadcasts for Spectrum cable and digital platforms. Programming included news, sports, entertainment, and scripted
- Authored and implemented 46 new organizational guidelines to modernize station ethics, inclusivity, and operations
- Led recruitment events, engaging internal and external stakeholders to promote both the station and Ithaca College
- Managed discrete contracts and files through Microsoft Teams and Google Drive
- Revitalized community engagement by relaunching the Pegasys Awards and spearheading the station's first mass fundraising and alumni outreach initiative
- Planned and organized station-wide events, leading scheduling, marketing, and coordination for crowds of 400+
- Co-managed a ~\$40,000 yearly budget
- Hosted monthly feedback meetings, recording and reporting inconsistencies to upper management

Executive Producer | *Ithaca College Giving Day 26-hour broadcast* | Ithaca College Television *Apr 2025*

- Coordinated 26 hours of non-stop programming, including specialty shows, a live concert broadcast, and live interviews
- Conceptualized, filmed, and edited 6 creative and original promotional videos for social media and on-air distribution

Awards, Certifications, and Accomplishments

Phi Kappa Phi | Member | Ithaca College *Inducted April 2026*

- Recognized among the top 10% of graduate and professional students at Ithaca College

Beta Gamma Sigma | Member | Ithaca College *Inducted Apr 2026*

- Recognized among the top 20% of graduate and professional business students at Ithaca College

Video Station of the Year | *ICTV* | College Broadcasters Inc *2024-2025 Season*

- Selected out of 280+ college television stations across the United States based on programming, community impact, technical quality, originality, marketing & publicity, innovative initiatives, and management

Microsoft Excel Expert Certification | BAT II 26100 *December 2024*

Alpha Alpha Alpha Honor Society | Member | Ithaca College *Inducted Feb 2022*

Skills

Microsoft Office, Photoshop, Premiere Pro, Canva, Basecamp, Google Suite, ENPS, SPSS, WordPress, ChatGPT, Gemini, Claude