

Connor J. Smith

connorsmith7278@outlook.com | 518-496-2723 | connorsmithstudio.com

Education

Ithaca College Ithaca, NY	May 2026
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
Minor in Integrated Marketing Communications	GPA 4.00

Television Experience

Director | Ithaca College Television | Ithaca, NY Sep 2024 - May 2026

- Directed live and prerecorded 30-minute weekly news and sports broadcasts
 - Newswatch* (Sep '24 - May '25), *Evening In America* (Sep '25 - Dec '25), *Next Player Up* (Feb '26 - May '26)

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
- Received national recognition by the College Broadcaster's Inc as "Video Station of the Year"
- Hosted monthly feedback meetings, recording and reporting inconsistencies to upper management
- Acted as the main spokesperson for the station at national conferences, community events, and online promotions

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 high-quality promotional videos for social media and on-air distribution

Executive Producer | *Election Night 2024* | Ithaca College Television Nov 2024

- Produced 2 hours of live presidential election coverage, updating information and graphics in real time
- Line-produced the live show, leading communication between the control room, studio, newsroom, and on-air talent
- Led a cast & crew of 50 people in a 2 hour long live election night special
- Line produced live show, coordinating & communicating segments and breaking news with researchers, studio, and control room

Producer | *Newswatch*, Ithaca College Television | Ithaca, NY Jan 2023 - May 2024

- Content produced 30 minutes of live local and national news, once a week on Spectrum channel 16 and ictv.org
- Wrote and reviewed AP style local and national news stories, built show rundowns using ENPS, oversaw a cast and crew of 30 people, and line-produced live shows

Various Positions | Ithaca College

Shoreline Reporter Park Productions <i>Cornell Rowing on ESPN+</i>	Mar 2026
Host Ithaca College Live Event Production <i>Ithacapella Live Broadcast</i>	Nov 2025
Executive Producer ICTV <i>ICTV Special Reports</i>	Jan 2025 - May 2025
Weather Anchor ICTV <i>Newswatch</i>	Sep 2023 - May 2025
Main Anchor ICTV <i>Newswatch</i>	Sep 2024 - Dec 2025
Correspondent ICTV <i>ICTV Reports</i>	Jan 2024 - May 2024
Big Board Analyst ICTV <i>Election Night 2023</i>	Nov 2023
Political Analyst ICTV <i>Newswatch</i>	Jan 2023 - May 2023
Reporter ICTV <i>Newswatch</i>	Sep 2022 - Dec 2022
Assistant Producer ICTV <i>Newswatch</i> , <i>Good Day Ithaca</i>	Sep 2022 - Dec 2022
Camera Operator ICTV <i>Newswatch</i>	Sep 2022 - Dec 2022

Management & Live Event Experience

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

- Conceptualized, pitched, and obtained sponsorship & 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
- Coordinated and implemented an audience choice award submission process, drawing 200+ responses
- Served as a venue captain at events, leading setup, sound & lighting execution, volunteer management, audience check-in, ticket & merch sales, and breakdown

Event Organizer and Host | Ithaca College Demo Day | Ithaca, NY Aug 2025 - Apr 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
- Set and led daily sales targets, led upselling initiatives, and handled customer objections

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, strictly adhering to corporate brand standards & operational KPIs

Assistant Manager | Lydia C. Tobler Performing Arts Center | Voorheesville, NY Sep 2020 - Jun 2022

- Planned, rehearsed, scheduled, and led the event management and technical execution of various productions from musicals and award shows to dance recitals and concerts
- Helped convert the center from a one-to-one lighting system to a state-of-the-art group lighting design
- Technical execution scholarship recipient upon my departure

Awards, Certifications, and Accomplishments

Phi Kappa Phi | Member | Ithaca College Inducted Apr 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, College Broadcasters Inc, ICTV 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

Alpha Alpha Alpha | Member | Ithaca College Inducted Feb 2022

- Recognized for academic excellence as a first-generation student

Microsoft Excel Expert Certification, BAT II 26100 December 2024

New York Film & Television Student Alliance | Member | Ithaca College Jan 2023 - May 2026

Self-represented Artist | Connor Smith Music

- Wrote, recorded, and produced 2 songs, streaming on all platforms with 50K views to date

Skills

Adobe Photoshop	Meta	Wordpress
Adobe Premiere Pro	Basecamp	Eventotron
Canva	Chat GPT	Claude Code
ENPS	Google Gemini	Tableau
Google Suite	Microsoft Teams	Power BI
Microsoft Suite (Excel Expert Certified)	Slack	Claude
SPSS	HubSpot	Cvent

Volunteer Experience

Chili Fest | Downtown Ithaca Alliance | Event Volunteer | Ithaca, NY March 2026

Bike The Barns | ANCA | Event Volunteer | New York’s Champlain Valley September 2025