

Landry P. Connors

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📍 United States

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EDUCATION

B.A. Advertising and Public Relations/Political Science

The University of North Carolina at Chapel Hill

08/2019 - 12/2022

Chapel Hill, NC

Courses

- Digital Storytelling
- Media Ethics
- PR Writing
- AD/PR Research
- Ad Creative
- Production in Advertising

Study Abroad

King's College London

01/2022 - 05/2022

London, England

Courses

- Youth Cultures
- Principles of Marketing
- Managing Cultural Projects
- Digital Campaigning

WORK EXPERIENCE

Marketing Intern

Lending Solutions and Consulting

06/2022 - 08/2022

Arlington Heights, IL

Achievements/Tasks

- Expanded social media presence across three platforms
- Audited accounts and website to improve content
- Communicated with potential clients to establish new business

Strategic Communications Intern

Walk West

05/2020 - 12/2021

Raleigh, NC

Achievements/Tasks

- Worked on a committee of eight to develop the ADA 30th Anniversary virtual event
- Edited video content and created captioning for accessibility
- Produced a monthly video podcast on behalf of client

Media Intern

BluePrint Business Communications

06/2019 - 04/2020

Raleigh, NC

Freelance work

Achievements/Tasks

- Wrote cinematic scripts for North Carolina's first capitol building, Tryon Palace's, COVID-19 recovery videos
- Assisted in video production for "You're Invited" campaign, which generated four million impressions in 37 days
- Created content calendars on behalf of clients within the trade industries

SKILLS

Final Cut Pro

Accessibility Specialist

Adobe

WordPress

Social Media Managment

Atom

Leadership

Canva

Microsoft Offices

ORGANIZATIONS

Hussman School of Journalism and Media

(08/2019 - 12/2022)

Lookout Fellow Recipient

Alpha Delta Pi (11/2019 - 11/2021)

Director of Diversity and Inclusion, Community Service Specialist

UNC Student Government (04/2020 - 06/2021)

Creative Specialist

Carolina Now (12/2019 - 03/2020)

Broadcast Staff Member

CERTIFICATES

PPC with Google Ads Certified

Guest Services Certified

Makerspace Certified

Microsoft Offices Certified

INTERESTS

Service

Travel

Videography

Books

Food

Music

Golf

Swimming