

Connor Dunwoodie

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EXPERIENCE

Social Media Manager

TikTok Creator Program

January 2019 - Present | Remote, TX

- Strategically developing and managing a digital brand by successfully growing an engaged audience to over **1,400,000 followers**, generating over **400,000,000 impressions** across multiple social media platforms.
- Maintaining a constant schedule of content release strategies to maximize performance and engagement on all platforms, including Instagram, TikTok, and Facebook.
- Plan and execute all stages of video production and content creation, inclusive of scripting, self-filming, editing, and distribution, to ensure content consistently aligns with audience interests, platform trends, and brand identity.
- Analyzing key performance analytics metrics to refine content and marketing strategies, resulting in enhanced audience engagement, increased reach, and improved retention while driving sustained and measurable growth.
- Leading collaborations with brands such as Dr Pepper, L'Oréal, Minute Maid, Morgan and Morgan Injury Law Firm, and other creators executing marketing campaigns that expanded partnerships and drove viewership results.
- Utilizing tools like Adobe Premiere Pro, CapCut, and AI tools to produce tailored and relevant content.

Store Manager

Starbucks Coffee Company

December 2017 - December 2022 | Deer Park, TX

- Managed a team of **30+ partners**, overseeing all aspects of daily operations, training, and performance to ensure exceptional service quality, operational efficiency, and consistent productivity across multiple shifts and business hours.
- Boosted **sales by 30% YOY**, driving a total revenue of **\$2,500,000** that exceeded sales targets through strategic operational improvements, workflow optimization, and the development of a collaborative team environment.
- Led the hiring, training, and onboarding of **40+ new partners**, ensuring their seamless integration into the team while maintaining alignment with Starbucks' training policies and standards and fostering a positive and supportive work culture.
- Collaborated closely with store leadership to develop and implement strategies that improved operational efficiency, controlled costs, and continuously enhanced customer satisfaction, resulting in higher overall store performance.
- Advanced through all ranks at Starbucks, starting as a **Barista in 2017**, and demonstrating dedication, a strong work ethic, leadership, and continuous professional growth. I was promoted to **Shift Supervisor, Assistant Store Manager, and Store Manager** before concluding my Starbucks career in 2023, at which point I focused full-time on my social media brand.

LICENSES AND CERTIFICATIONS

Adobe Certified Specialist | Adobe Programs | Issued November 2017

Microsoft Office 365 | Microsoft Programs | Issued March 2018

Creator Series Program | TikTok Programs | Issued November 2020

EDUCATION

High School Diploma | TV Production and Communications Academy

Allen D. Nease High School · Ponte Vedra, FL · August 2014 - May 2018

Film and Media Studies (Undergraduate) | Starbucks College Achievement Program

Arizona State University Online · August 2020 - ongoing

SKILLS

Industry Knowledge

- Competitive Analysis
- Media Production
- Canva Pro
- Operations Management

Interpersonal Skills

- Problem Solver
- Leading Positive Change
- Detail-Oriented
- Communication