

Connor Dunwoodie

Social Media Manager

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Social Media Manager with 6+ years of experience driving brand awareness, engagement, and community growth across multi-brand, high-visibility platforms. Proven ability to manage organic and paid social strategies, lead real-time community engagement, analyze sentiment and performance trends, and collaborate cross-functionally to deliver impactful, on-brand digital campaigns.

CORE CONTENT & EDITORIAL SKILLS

- Multi-Platform Social Media Strategy (Facebook, Instagram, X/Twitter, YouTube)
- Community Management & Guest Relations
- Organic & Paid Social Campaign Execution
- Short-Form Video & Multimedia Content Production
- Influencer & Partnership Collaboration
- Editorial Calendar & Campaign Planning
- Hospitality & Consumer Brand Marketing
- Fast-paced, high-volume social environments
- Social Listening, Sentiment Analysis & Reporting

PROFESSIONAL EXPERIENCE

Social Media Manager & Content Lead

TikTok Creator Program

2019 – Present | Remote

- Develop, write, and edit brand-aligned content across social, campaign, and narrative formats, reaching **400,000,000+ impressions** and **1,400,000+ followers**.
- Establish and maintain a consistent brand voice across platforms while adapting tone and messaging to different audiences and formats.
- Edit long-form and short-form content to ensure clarity, grammatical integrity, and alignment with brand guidelines.
- Repurpose and adapt content across channels while preserving core brand narrative and positioning.
- Collaborate with brand, marketing, and subject-matter stakeholders to shape messaging and creative direction.
- Ghostwrite and refine campaign narratives, social copy, and leadership-style messaging for brand partners.
- Analyze engagement and performance metrics to refine messaging, improve resonance, and strengthen brand impact.
- Utilize Adobe Premiere Pro, CapCut, and AI-assisted tools to streamline editorial workflows while maintaining high-quality standards.
- Brand Collaborations Include: **Meta, L'Oréal, Dr Pepper, Minute Maid, BARK, ServiceNow, Morgan & Morgan.**

Store Manager (Customer Experience & Brand Leadership)

Starbucks Coffee Company

2017 – 2022 | Deer Park, TX

- Led internal communications, training documentation, and operational messaging for **teams of 30+ in fast-paced environments**.
- Ensured consistency and clarity of brand standards across customer-facing and internal materials.
- Collaborated cross-functionally to align operational execution with brand and business objectives.
- Managed quality control processes, reducing revisions and improving execution through clearer documentation and expectations.
- Drove a **30% year-over-year sales increase**, contributing to **\$2.5M** in annual revenue through operational optimization and team development.

TOOLS & PLATFORMS

Adobe Premiere Pro • DaVinci Resolve • After Effects • CapCut • Canva • TikTok • Instagram • YouTube • Facebook • Community Management & Inbox Workflows • Social Analytics & Native Platform Insights

EDUCATION & CERTIFICATIONS

Film and Media Studies (*Undergraduate*) – Arizona State University (*Online*)

TV Production and Communications Academy – High School Diploma – Allen D. Nease High School

Adobe Certified Specialist • Microsoft Office 365 • TikTok Creator Series Program

Portfolio: connordunwoodie.com | Portfolio includes brand copy, long-form editorial content, campaign messaging, social narratives, and edited thought leadership assets.