



# CONNOR ANGERS

*Marketing Manager, Designer, Photographer*

A digital jack-of-all-trades, I combine my analytical disposition with a passion for all things marketing and design

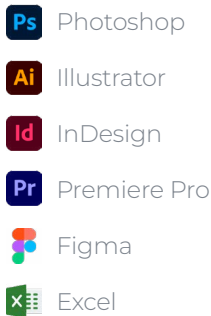
✉ me@connorangers.com

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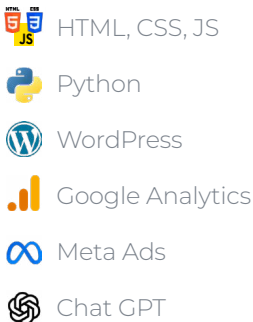
🌐 www.connorangers.com

## SKILLS

### Software



### Technologies



### Knowledge

Digital Marketing  
Content Creation  
Photography + Video  
Web Design + Dev  
SEO + Analytics  
Social Media  
E-Commerce  
Social Media  
Email Deliverability  
Automation

## EXPERIENCE

### J. Boswell Real Estate Team

West Hartford, CT

*Marketing Manager / Photographer + Videographer*

2024 - Present

- Developed and executed multi-channel marketing campaigns tailored for buyers, sellers, and recruiting while increasing conversions rates, reducing ad spend, and contributing to an 80% increase in agent recruitment
- Improved email deliverability and effectiveness by warming up a new domain and improving the reputation of another, boosting open rates by 20% and increasing web traffic by 250% while reducing spam rates
- Captured and produced high-quality real estate photography and video content, as well as professional and candid photos and videos of our team, enhancing our content, visual identity and online presence.
- Designed effective marketing materials, including social media graphics, presentations, email campaigns, and more while increasing engagement and improving brand aesthetics
- Managed a small marketing team while collaborating with sales and admin staff to ensure cohesive branding and effective lead-generation strategies

### Benjamin International

Bristol, CT

*Web Manager / Designer*

2019 - 2024

- Built and managed several e-commerce websites that generated over \$10M in annual sales, and maintained a database of over 14,000 products featured across 10 different sites
- Performed website SEO that boosted our site to the first page for targeted keyword searches and increased traffic, doubling our main website sales in two years
- Created seasonal supplemental catalogs, assisted in the creation of our large annual catalog, designed marketing materials, targeted email campaigns, banner ads, product sheets, and more
- Automated existing digital processes and developed streamlined workflows for myself and co-workers

### Ski Sundown

New Hartford, CT

*Photographer*

2022

- Shot and edited a variety of requested action, event, and landscape photos to be used for social media and marketing materials
- Worked effectively in an unpredictable and fast-paced environment subject to the weather, public, and other factors

## EDUCATION

### Plymouth State University

*B.S. Strategic Marketing*

Plymouth, NH

Graduated 2019