

Connor Matthew Hawke *résumé*

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US/UK dual citizen, driver's license, vaccinated

Employment

Digital Designer, *True Care* (New York) August 2022 - Present

- Lead branding for urgent care and telehealth divisions. Develop branding for NY, PA and/or CO divisions.
- Update and develop HubSpot website and workflows.
- Design and produce logos, signage, flyers, cards, ads, social media videos, and numerous other printables and digital assets, using Adobe Suite, Canva, Mailchimp, etc.
- Document, track, and assign tasks via Basecamp.
- Other responsibilities: Periodically update WordPress website; Lead creative campaign creation and update marketing calendars; Align with PR, social media, design, digital marketing, all local offices and branch managers to timely deliver promotional materials; Lead rebrand and site development efforts; Establish KPIs for campaigns and track progress; Create creative request process and manage Asana ticketing system; Manage, motivate, mentor team; Help other graphic designers as needed; Update brand handbooks and provide catalog direction seasonally.

Media Talent, *SAG-AFTRA et al* (New York) June 2017 - Present

- Screen/voice actor and model represented by Prestigious Models, Image Powerhouse, Wild Models Talent, Ken Park, and Citizen Talent. For clients and further details see connorhawke.com/talent.

Multimedia Artist, *various clients* (remote US/UK) 2004 - Present

- Graphic and web designer for numerous clients, using Adobe Photoshop, HTML, CSS, PHP, and JavaScript. Developed and managed an active website, online store and staff, using SQL/MySQL to manage databases.
- Videogame and app designer and developer using GameMaker (including GML), Adobe Photoshop and Audition, and Swift programming language. App published on iOS App Store. Indie game featured by YoYoGames and itch.io. Java experience.
- Stock photographer (after application acceptance) at Adobe, iStock (Getty Images), and Shutterstock. Travel Photographer of the Year commended finalist.
- EDM musician with skill in songwriting, instruments, audio mixing. Proficient in DAWs including Avid Pro Tools, Apple Logic Pro, Adobe Audition, FL Studio, Reaper. ASCAP member.
- Additional skills in Adobe Creative Suite including Illustrator, InDesign; videography including Final Cut Pro, Premiere Pro; 3D rendering software Blender. Further detail at connorhawke.com/design.

Account Executive, *Eagle International* (New York) March 2018

- Management training, sales and marketing with a focus on direct event marketing.

Fraud and Payments Executive, *Rank Group* (London) October 2015 - May 2017

- Performed fraud analysis, due diligence, EDD and KYC checks on customers.
- Worked with law enforcement and financial institutions in investigations, including via SARs.
- Processed withdrawals/transactions for credit/debit cards, e-wallets, cheques, and wires.
- Disputed chargebacks and retrieval requests to recover losses.
- Identified and advised vulnerable customers as per the responsible gambling policy.
- Responded to customer queries on Salesforce, working closely with the customer service team.
- Trained staff and authored process manuals. Advised on workflow improvements to maximize KPIs.
- Additionally used C6 (KYC6), Experian (192), Iovation, SafeCharge (MRSI, CPanel), Worldpay, OpenBet, Bede PAM, Pentaho, Microgaming, NEON, Playtech, SmartFocus, Silverpop, and SAP BusinessObjects.

Fraud Agent, *lastminute.com* (Woking, England) January 2014 - October 2015

- Used bespoke and commercial tools to detect and prevent fraudulent transactions.
- Investigated customers to determine legitimacy, including via telephone interviews.
- Worked with law enforcement and financial institutions in investigations, via direct contact or SARs.
- Analyzed data via Microsoft Excel and generated reports for trend awareness. Created manuals.
- Additional software and online services I used included Sabre, Marjorie, Patsy, and RPT.

Graphic/Web Designer, *Principal International* (Woking, England) May 2010 - January 2014

- Produced banners, graphics in Photoshop for sites I coded in HTML, CSS, PHP, JavaScript, Flash and/or in a CMS or WordPress; PowerPoint presentations and brochures; email templates including implementation in Mailchimp; digital/print ads including outdoor and in newspapers. Advised directors on technical projects. Proved essential in promoting property investment deals.

Law Vacation Placement, *Rosenblatt Solicitors* (London) June 2013

- Worked in the real estate department, reviewing and editing lease agreements, and developing my knowledge of property law concepts and procedures.

Supporting Artiste, *The Casting Collective* (Shepperton) May 2011 - July 2011, August 2012

- Interacted directly with principal cast/crew for effective scene execution. Posed for CGI replications.

Marketing & Business Development Intern, *Wall Street Options* (New York) September 2008

- Role required assisting Head of Marketing & Business Development with preparing marketing pitch books, database development, and financial research.

Paralegal (Paid Intern, Finance), *Mayer Brown* (London) May 2007 - July 2007

- Helped lawyers conduct research for and edit corporate documents including memorandums, articles of association, debentures, financial agreements, legal opinions, security filings, and transaction diagrams.
- Attended corporate meetings, court cases, law libraries and client offices to develop my knowledge of legal settings and procedures and to assist in transactions with clientele.
- Performed company solvency searches by phone and via governmental databases.

Volunteering

Back to the Floor, *Grosvenor Casinos* (London) April 2016

- Paid employee shadowing various areas of the casino including reception, bar and restaurant, gaming floor, cashier, security, and retail EDD. Latter was research for my fraud role at Rank Group.

Creative Director, *New York University* (New York) March 2007

- Coordinated creative direction for student club events, helping achieve record attendance rates.

Community Volunteer, *Chinese Association of Woking* (England) September 2004 - July 2005

- Volunteered in various roles, including as a teacher assistant supervising students, cultural events booth leader, and greeting cards producer. Awarded for my achievements by the Mayor of Woking.

Education

Postgraduate

Part-time courses for professional development, multiple institutions (including Baruch College, Harvard Extension, London School of Business and Finance, University of Law), 2009 - 2013

New York University

Bachelor of Arts, Economics (Philosophy minor), cum laude, Honors and Dean's List, 2006 - 2009

ACS International School Egham

International Baccalaureate Diploma Programme, Honors, 2004 - 2006. Activity: varsity sports teams

Awards

- **Travel Photographer of the Year, *Commended***, tpoty.com, December 2017
- **Dedicated Youth Volunteer Certificate, *Excellent Teacher's Assistant***, Woking Chinese School, Chinese Association of Woking, July 2005
- **NECIS Ribbons, *for high rank in singles and doubles***, NECIS Tennis Tournament in Hamburg, Spring 2005
- **Tennis Trophy, *for excellent performance in varsity tennis***, ACS Egham, June 2004