

Employment

Performer, SAG-AFTRA et al (New York, hybrid) June 2017 - August 2022, March 2024 - Present

- Screen/voice actor and model represented by Prestigious Models, Image Powerhouse, Wild Models Talent, Ken Park, and Citizen Talent. Also worked as a stand-in on production crew. For clients and further details see connorhawke.com/perf.

Multimedia Artist, various clients (US/UK, remote) 2004 - August 2022, March 2024 - 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, Xcode with Swift programming language, Android Studio and Visual Studio. Apps published on Apple (iOS, Mac) and Android app stores. 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.
- Video content producer (also see Performer entry).
- Additional skills in Adobe Creative Suite including Illustrator, InDesign; videography including Final Cut Pro, Premiere Pro, DaVinci Resolve, Splice, VN; 3D rendering software Blender; audio including Audacity; alternative image/visual editing including Affinity, GIMP. Further detail at connorhawke.com/design.

Digital Experience and IT Solutions Analyst, True Ventures Group (New York) January 2024 - March 2024

Resigned due to a change in career plans.

- I play a pivotal role in bridging the gap between IT infrastructure and digital marketing initiatives. My primary responsibility is to analyze, design, and implement solutions that enhance the digital experience for our customers across various platforms, including our website, mobile apps, and social media channels.
- Analyze user interactions and feedback to identify areas for improvement in the digital experience. Implement changes to enhance usability, accessibility, and engagement across digital platforms.
- Lead the deployment of handheld and new mobile applications, including planning, testing, and launching phases. Oversee ongoing administration and updates to ensure optimal performance and user satisfaction.
- Work closely with the IT team to develop and integrate technology solutions that support marketing objectives. This includes managing and optimizing our website (powered by WordPress), ensuring seamless CRM integration, and leveraging tools like Google Analytics, HubSpot, and Salesforce for insights.
- Utilize Google Analytics and other data analysis tools to track, report, and interpret user behavior and campaign performance. Provide actionable insights to marketing and IT teams to drive strategy and decision-making.
- Collaborate with marketing, IT, and design teams to ensure a cohesive and effective digital strategy. Act as a liaison between technical and non-technical stakeholders to facilitate understanding and project progress.
- Stay abreast of the latest trends and technologies in digital marketing and IT. Recommend and implement innovative solutions that keep the company at the forefront of digital customer experience.

Graphics/Web Designer, True Ventures Group (New York, hybrid) August 2022 - December 2023

- Lead web designer/developer, and digital/print graphics designer, for True Ventures Group and its ambulance, urgent care, telehealth, NY, PA and CO sub-brands and divisions, producing for our internal office staff as well as the company's many clients and over 5,000 caregivers.
- Designed and produced websites, landing pages, emails, digital ads, newspaper ads, presentations, logos, icons, banners, signage, brochures, flyers, postcards, greeting cards, business cards, numerous promo items, legal documents, packaging, videos, and many other printed and digital assets.
- My combined expertise in coding and graphics has made me a critical team member, utilizing the Adobe Creative Cloud (Photoshop, Illustrator, InDesign, etc), HTML, CSS, PHP, JavaScript, WordPress, HubSpot, HubL, Salesforce, Mailchimp, Canva, Google Docs, Microsoft Office, and many more tools.
- Created a creative request process and managed the Asana ticketing system. Notated, tracked and assigned tasks via Basecamp and Monday.
- Liaised with translation vendors for 6 additional languages to increase marketing reach. Coordinated with print vendors to ensure assets were printed to expectations and delivered to each location in a timely manner. Researched vendor options to maximize quality of deliverables and streamline processes.
- Other tasks: Lead creative campaign creation and update marketing calendars; Align with PR, social media, 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; Manage, motivate, mentor team; Help other designers as needed; Update brand handbooks and provide catalog direction seasonally.
- Worked hybrid among multiple offices and remotely.

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; hybrid) 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; hybrid) 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

New York University

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

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

ACS International School Egham

International Baccalaureate Diploma Programme, Honors, 2004 – 2006
Varsity sports teams athlete (cross country running, basketball, tennis, track and field), orchestra/band

Certification

HubSpot Certifications: Inbound, Social Media, Email Marketing, Content Marketing, Inbound Sales, February 2024

PHP, Udemy, February 2024

Google Analytics Individual Qualification, January 2024

Recreational UAS Safety Test (TRUST) Completion Certificate, Academy of Model Aeronautics, June 2023

Awards

Travel Photographer of the Year, Commended, tpoty.com, December 2017

Founders' Day Award, University Honors Scholar (top-ranking Baccalaureate graduate), New York University, April 2010

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

Memberships

ASCAP, Member, May 2018 - Present

SAG-AFTRA, Member/FPNM, August 2017 - Present