

# Conor McArdle

## Multimedia Communications Specialist

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### Conor McArdle

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Portfolio: [conor-mcardle.com](http://conor-mcardle.com)  
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### Skills Profile

Experienced, creative communications professional with advanced specialties in multimedia production and digital communications/social media. Accomplished photographer, filmmaker, graphic designer and web designer with experience in the independent school and university setting. Expertise in **Adobe** Photoshop, Adobe Illustrator, Adobe Premiere, Adobe InDesign and After Effects. Advanced skills with **Final Cut Pro X**, **Squarespace**, **WordPress**, **HTML/CSS**, **Sprout Social**, **Hootsuite**, **MailChimp** and more. I also write and record music and work with Ableton Live and Logic Pro.

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### Experience

#### Massachusetts Institute of Technology

Video and Digital Content Specialist

APRIL 2017 - PRESENT, CAMBRIDGE, MA

Responsible for the creation of video and other digital and print assets for MIT Project Manus, MIT's effort to upgrade campus makerspaces and foster maker communities across campus. I produce professional videos for marketing, student training and fundraising purposes; Design and code websites for Project Manus' diverse labs and projects; Design a variety of digital and print assets, from Instagram posts to posters; Manage six social media channels for MIT Project Manus; Source and coordinate production projects with outside vendors; Capture Project Manus and MIT student work through in-house photography and videography; Maintain an assets library for digital/print projects, presentations, and special events.

#### Peddie School

Assistant Director of Multimedia Strategy and Production

JUNE 2016 - APRIL 2017, HIGHTSTOWN, NJ

Managed the production of all multimedia in support of the Peddie School brand. Served as staff photographer and videographer, and managed vendors in the production of high-level, signature deliverables. Strategized, directed, shot and edited films that effectively and regularly told the Peddie story in a compelling visual format with consistent branding across all mediums. Designed graphics for social media and advertising. Assisted with social media management of Peddie accounts.

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## Vermont Academy

Digital Arts Teacher + Communications Assistant

AUGUST 2010 - JUNE 2016, SAXTONS RIVER, VT

Taught Filmmaking, Graphic Design and Digital Photography to private high schoolers for six years. As an assistant to the Communications Office, I created video, photography, design and promotional content for the school and designed the yearbook for six years. Acted as a dorm parent, coach of multiple sports and student adviser. Won the Barbara Sweet, Teacher of the Year award in 2016.

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## Education

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**University of Vermont / Bachelor of Arts (B.A.), English**

SEPTEMBER 2006 - MAY 2010, BURLINGTON, VT

Graduated **Summa Cum Laude** from the College of Arts and Sciences.

Activities and Societies: Vermont Scholar full tuition scholarship, UVM Writing Center, UVMtv, Integrated Humanities Program, Living and Learning Center (Creative Arts Suite)

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## Awards + Certifications

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Barbara Sweet, Teacher of the Year, Vermont Academy, 2016

Digital Marketing Foundation Course, Imparture, December 2018

Digital Photography Course, London School of Photography, 2015

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## References

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### Katie Germain

Senior Director, Marketing and PR, Rutgers University

(Formerly Director of Marketing and Communications at Peddie School)

[katielynngermain@gmail.com](mailto:katielynngermain@gmail.com) / 732-778-0147

### Carrie Harrington

Associate Director for Content Strategy, Peddie School

[charrington@peddie.org](mailto:charrington@peddie.org) / 609-944-7612

### Liz Olmsted

Director of Alumni Engagement, Vermont Academy

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*Other references available upon request.*