

# Conor McKenna

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## Experience

**Vice President of Public Relations, Interfraternity Council (IFC)** Syracuse, NY March 2024- Present

Developed and executed strategic communication plans to enhance the public image and visibility of Greek Life and Fraternities at Syracuse University among students, faculty, and external stakeholders ■ Managed and oversaw all aspects of public relations, specifically social media content and the council's Instagram page to effectively communicate council activities and achievements ■ Implemented crisis communication strategies to address sensitive issues, maintaining the council's reputation and mitigating potential negative impacts ■ Coordinated with chapter presidents to ensure consistency in messaging and branding across all communications, fostering a cohesive image of the fraternity community.

**Director, Editor, and Co-Ancor of PvTv, Pascack Valley TV** Hillsdale, NJ June 2021 - May 2022

Brainstormed, prepared, and presented content ideas in weekly meetings ■ Coordinated with cast and crew to ensure timely arrival on set and adherence to schedule ■ Directed the production of show segments, working in front of and behind the camera ■ Used Adobe Premiere Pro to edit filmed content ■ Monitored and assisted production team members ■ Worked with Adobe Photoshop to create appealing thumbnails and promote the release of episodes via Instagram and social media platforms

**Production Assistant, Ottonomous Productions** Syracuse, NY September - November 2022

Assisted with set construction and breakdown, including assembling and disassembling equipment and props ■ Supported the production team during filming, including managing crowd control and ensuring a quiet set ■ Provided general support to the production team as needed, including running errands and maintaining a clean set ■ Assisted with post-production tasks, such as organizing footage and coordinating with editors

**Media Producer for the Senior Olympic Games, Subtle Awareness** Pittsburgh, PA July 2023

Produced high-quality video content highlighting athlete stories, event highlights, and behind-the-scenes footage ■ Conducted interviews with athletes, coaches, and spectators to gather insights and stories ■ Edited videos using Adobe Premiere Pro & Adobe After Effects to create polished final products ■ Managed social media platforms including Instagram & TikTok to engage with the audience and promote the games

## Skills

- Adobe Premiere Pro, After Effects, Photoshop
- Microsoft Excel Certified
- Microsoft PowerPoint, Word; Google Slides, Docs
- TikTok, Instagram reels & posts, Youtube

## Education

■ S.I. Newhouse School of Public Communications, Martin J. Whitman School of Management; Syracuse University  
Bachelor of Arts: Television, Radio & Film ; Marketing May 2026

## Awards

- Editor Nomination, 2022 NATAS Mid-Atlantic Regional Emmy Awards
- Best TV Project, 2021 Annual RTF Media Fest + Awards
- Best Editor Nomination, 2021 Annual RTF Media Fest + Awards