

HAYDEN CONNORS

Honors Student studying Design and Innovation Management
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EDUCATION

Honors Bachelor of Science, Oregon State University, Corvallis, Oregon Expected June 2028
Major: Design and Innovation Management, minor in Marketing

High School Diploma, Peak to Peak Charter School, Lafayette, Colorado May 2024
GPA: 4.5
Dean's List

EXPERIENCE

Animal Care Attendant, The Divine Canine, Lafayette CO Jul. 2024 - Aug. 2025

- Coordinated client scheduling and managed check-in/out operations, ensuring efficient organization and communication for an average of 70 dogs in facility each day.
- Provided attentive, hands-on care for dogs of all sizes and temperaments while executing daily tasks such as feeding, walking, and cleaning to preserve a clean and organized facility.

Founder, Car Washing & Detailing Business, Lafayette CO May 2021 - Aug. 2025

- Founded and sustained a seasonal car detailing business, providing high-quality car cleaning services for 5 summers.
- Created and maintained customer relationships through reliability, attention to detail, and word of mouth marketing, completing 2 to 4 cars a week.

Marketing Director, Oregon State University, Print-Vallis Micro business, Jan. 2025 - Jun. 2025
Corvallis OR

- Led marketing strategy for a student-run business, created targeted promotional content for social media, and directed a small marketing team of three people.
- Analyzed engagement metrics to guide creative decisions and increase audience engagement on social media by 46.5%.
- Collaborated with 7 team members across marketing and operations on brand voice and campaign planning.

Customer Service & Hospitality, Sweet Cow Ice Cream, The Melting Pot, Jan. 2021 - Jul. 2024
Chip Cookies, Louisville & Erie CO

- Delivered dependable service and communication in 3 fast-paced restaurant environments, enhancing individual and collaborative skills.
- Organized front-of-house operations, including 70+ seating arrangements, retail displays, and customer interactions.

Online Business Owner, Etsy, Lafayette CO Jun. 2018 - Dec. 2023

- Founded and coordinated two online businesses, formulating products and planning social media campaigns, generating over \$1,000 in revenue across both businesses.
- Designed digital marketing content to attract and retain customers on Etsy and Instagram, with marketing on social media accounting for 24% of views and 74% from Etsy.

SKILLS

- **Business & Entrepreneurship:** Online business management systems and digital marketing strategy development.
- **Digital Marketing & Analytics:** Social media campaign planning and scheduling, audience analytics and performance tracking, and marketing data interpretation.
- **Design & Technical Tools:** Adobe Creative Suite, Canva, CapCut, Microsoft Excel.

PROJECTS AND CREATIVE WORK

Photographer & Graphic Designer, Social Issues Portfolio, Lafayette, CO Nov. 2022 - May 2024

- Developed and executed an award-winning photography series exploring 11 different social issues over course of 2 years.
- Recognized with 5 Scholastic Art & Writing Awards for excellence in visual storytelling.

Design Student, Carnegie Mellon University Pre-College Program, Pittsburgh PA Jun. 2023 - Aug. 2023

- Completed a 6-week intensive design program focused on UX design, typography, product design, and graphic design, collaborating with 25 peers and 6 faculty members.
- Built a cross-disciplinary portfolio combining creativity, research, and visual communication, presented in front of 50+ people.

EXTRACURRICULAR ACTIVITIES

Designer, Corvallis Music - Marketing Club Initiative Oct. 2025 - Present

- Designed material to support and promote local artists and musicians through concert photos, graphics, and interviews.
- Coordinate with a 7-member cross-functional team to develop consistent branding and unique content to amplify visibility of Corvallis's local music scene, highlighting 1-2 bands per month.

GRAMMY U Member, The Recording Academy Sep. 2025 - Present

- Signed as an active member of The Recording Academy's PNW Chapter, engaging in events and workshops for emerging music professionals.
- Selected for the GRAMMY U Mentorship program, receiving individual guidance from a Recording Academy professional in regular meetings to discuss career goals and gain industry insights.

Member, Marketing Club Sep. 2025 - Present

- Engage in discussions and weekly meetings focused on marketing campaigns, contribute to team marketing challenges, and help with events.

Member, Oregon State University Club Volleyball Sep. 2024 - Sep. 2025

- Balanced academics with 6-12 hours of volleyball per week and collaborated with teammates to strengthen communication, teamwork, and leadership skills.