

# James Weldon McKenzie

934 S. 500 E. Salt Lake City, UT 84105

**(Relocating to Portland August 2018)**

[weldonmckenzie@gmail.com](mailto:weldonmckenzie@gmail.com)

<https://weldonmckenzie.journoportfolio.com/>

## OBJECTIVE:

Experienced writer looking to leverage my time as a professional communicator into a content writing or project management position

## EDUCATION:

BA in Mass Communication – Journalism, Texas State University

## EXPERIENCE:

**Project Manager**, July 2016 – Current

### ***Osmond Marketing, Salt Lake City, UT***

- Responsible for managing multiple client's marketing needs, including content, public relations, design, and social media management
- Research, write, and edit original content for client websites and media exposure
- Perform inside sales engagements in order to bring in and retain new and existing clients

**Ski Instructor, Team Leader** Nov. 2014 – April 2016

### ***Vail Resorts – Park City, Utah***

- Demonstrate to and edify students in basic and intermediate skiing techniques and safety for the Kid's Mountain School.
- Responsible for overseeing daily operations for ski instructor indoor support for Kid's Mountain School

**Photographer, Lab Technician**, May 2015 – Oct. 2015

### ***Crystal Images – Big Sky, Montana***

- Apply knowledge of DSLR photography and photo editing in order to capture memorable action photos for zip liners and rafters at Big Sky Resort and Geyser Whitewater Expeditions
- Perform sales duties to sell photography to patrons
- Digitally edit, print and package photos to be mailed to customers

**Editor**, May 2014 – Sept. 2014

### ***Spiceworks – Austin, Texas***

- Curate and write front page content for an IT social network Spiceworks.com to manifest traffic and harbor community discussion
- Aggregate stats and information from users of the website, online research, and phone interviews to develop website content
- Assisted in the rollout of major website revamp through group discussion and troubleshooting front and back-end operations

## INTERNSHIPS

- News Reporter, The University Star – San Marcos, Texas
- News Reporter, The Highlander – Marble Falls, Texas

## SKILLS

- Adobe Suite: InDesign, Illustrator, Photoshop, Audition, Bridge
- SEO Writing and AP/Chicago Style
- Basic Google Analytics Certification
- Proficient in WordPress and basic understanding of HTML coding