

Mckenzie Cooke

Kenzcooke@gmail.com • LinkedIn • Portfolio • Orlando, FL

EDUCATION

University of Mississippi

Bachelor of Science in Integrated Marketing Communications • Minor in General Business • Specialization in Social Media

PROFESSIONAL EXPERIENCE

The Diallo Group Orlando, FL

Marketing Specialist

February 2024 - Present

- Develop all digital marketing, including email marketing, SEO, create capabilities statements, newsletters, brochures, etc
- Coordinate social media platforms, focusing on LinkedIn to establish and enhance TDG's and Onyx brand visibility in the A/E/C industry, increasing following by over 75% through content creation, analytics-driven strategy, and consistent platform management
- Support business development efforts by seeking projects and crafting proposals, capability briefs, coordinating outreach initiatives like TDG's annual scholarship, managing the marketing calendar, and conference networking
- Provided support on federal projects; Asset evaluations, and led layout and formatting of Installation Development Plans in Adobe InDesign
- Previously managed company-wide travel logistics in line with GSA regulations and internal operations, like managing the company calendar and hiring coordination

Sundancers Baton Twirlers Orlando, FL

Instructor and Social Media Marketing Support

September 2015 - Present

- Tailored teaching techniques to diverse age groups and skill levels in a class and individual setting
- Design graphics and advertisements for the Sundancers social media accounts intermittently since 2016, gained 42.6k+ on a Reel
- April-September 2023: Managed Sundancers and Team USA Instagram and Facebook accounts, gaining followers/ likes for the World Team

NDM Hospitality, Rentyl Resorts Kissimmee, FL

Social Media Specialist

October 2023

- Curated and scheduled organic content for Margaritaville Resort Orlando and Spectrum Resort Orlando, Sentosa Riverview, and Sentosa Lexington Oaks, maintaining brand voice, reviewing analytics, and interacting with communities across all channels for Rentyl Resorts brands

Round Table on the Square Oxford, MS **Server/Bartender and Social Media Marketing Manager**

October 2020 - May 2022

- Efficiently served diverse orders in a fast-paced environment while maintaining bar organization, cleanliness, and stock levels
- Photographed, created video content, designed graphics/ advertisements, edited, and captioned all posts on Instagram and Facebook
- Enhanced presence through stories, reels, and posts, resulting in a 500+ follower increase and improved customer engagement

The Luxe Executives Orlando, FL

AT&T Marketing Intern

May 2021 - July 2021

- Conducted in-depth research for effective strategies, communicated client needs, and educated customers on product features

All-American Halftime Show Orlando, FL

Instructor

November 2017 - January 2020

- Oversaw participants and their activities. Coordinated routines for ages 12-18 each year in the 2018-2020 Vrbo Citrus Bowl halftime shows

FREELANCE EXPERIENCE

Ole Miss Feature Twirlers Oxford, MS

Social Media Manager

April 2019 - July 2022

- Procured Facebook page, launched alumni Facebook group, TikTok, and Instagram, gaining 2,343 followers and establishing a brand

University of Mississippi Oxford, MS

Ole Miss Social Media Ambassador

August 2021 - May 2022

- Contributed to content for the School of Journalism and New Media's Instagram, Facebook, TikTok, and X (formerly Twitter)

PUBLISHED WORK

NonaHood News Orlando, FL

Contributing Author

June 2023, October 2023

- "Local Lake Nona Baton Twirlers Traveling to the World Championship" and "Lake Nona Baton Twirlers at The World Championships"

SKILLS

Canva, Adobe InDesign, Microsoft, Google, Social Studios, Meta

Content creation, copywriting, scheduling content, community and reputation management, identifying trends, client management

CERTIFICATIONS

Google: Fundamentals of Digital Marketing

HubSpot: Content Marketing, Digital Marketing, Social Media Marketing, Social Media Marketing II, Email Marketing

Semrush: Fundamentals of Marketing Analytics, Digital Advertising 101, Leadership and People Management