

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 - August 2025

- Developed and managed all digital marketing, including email campaigns, SEO, newsletters, brochures, and capabilities statements
- Coordinated social media platforms to establish and enhance two companies, TDG and Onyx brand visibility in the federal A/E/C industry
- Increased LinkedIn following by over 267.3% through content creation, analytics-driven strategy, and consistent platform management
- Supported business development efforts by identifying projects, crafting proposals and capability briefs, coordinating outreach initiatives such as TDG's annual scholarship, managing the marketing calendar, and networking at industry conferences
- Provided support on federal projects including asset evaluations and led layout and formatting of Installation Development Plans in Adobe InDesign
- Managed company-wide travel logistics per GSA regulations and oversaw internal operations, including calendar and hiring coordination

Sundancers Baton Twirlers Orlando, FL

Instructor and Social Media Marketing Support

September 2015 - Present

- Adapt teaching methods for varying ages and skill levels in both a class and individual setting and assists with team logistics and operations
- Design visual content and advertisements for the Sundancers social media accounts intermittently since 2015, gained 42.4k+ on a Reel
- Managed Sundancers and Team USA social platforms from March 2023 - July 2024, resulting in increasing visibility and follower engagement

NDM Hospitality Kissimmee, FL

Social Media Specialist

October 2023

- Curated and scheduled organic content across resort brands including Margaritaville Resort Orlando, Spectrum Resort Orlando, and Sentosa properties, ensuring consistent brand voice
- Captured live event coverage; optimized platform-specific strategies and compiled performance reports to refine content and boost engagement
- Responded to guest reviews on Google, Yelp, and TripAdvisor; collaborated on social calendars and trend-driven content with the marketing team

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 Summer Marketing Intern

May 2021 - July 2021

- Conducted in-depth market research, communicated client needs, and educated customers on AT&T product features and service options

All-American Halftime Show Orlando, FL

Assistant Instructor

November 2017 - January 2020

- Supervised participants and coordinated routines for ages 12–18 in the nationally televised 2018–2020 Vrbo Citrus Bowl halftime shows

FREELANCE EXPERIENCE

NonaHood News Orlando, FL

Author

June 2023, October 2023, July 2025, September 2025

- Authored articles for 40,000+ monthly print and digital readers: "Local Lake Nona Baton Twirlers Traveling to the World Championship," "Lake Nona Baton Twirlers at The World Championships," "Local Baton Twirling Team Representing USA in World Championships," and "Team USA Twirlers Bring Home Three Medals From the 2025 World Championship in Italy"

Ole Miss Feature Twirlers Oxford, MS

Social Media Manager

April 2019 - July 2022

- Procured Facebook page and launched alumni Facebook group, TikTok, and Instagram driving recruitment of prospective students, strengthening alumni ties, and enhancing recognition on campus and from judges at competitions gaining 2,343 followers and creating a cohesive brand identity

School of Journalism and New Media Oxford, MS

Ole Miss Social Media Intern

August 2021 - May 2022

- Created content for the School of Journalism and New Media's TikTok, Instagram, Facebook, and X (Twitter) in collaboration with faculty and peers

SKILLS

Canva, Adobe InDesign, Microsoft Office Suite, Google Workspace, Meta Business Suite, Salesforce Social Studios, Hubspot, Semrush
Content Creation, Copywriting, Social Media Management, Community Engagement, Client & Stakeholder Collaboration, Project Management

CERTIFICATIONS

Google: Fundamentals of Digital Marketing | LinkedIn Learning: Marketing Strategy-Competitive Intelligence, Practical A/B Testing

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