

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 2023 - Present

- Develop and manage digital marketing, including email marketing, SEO, and social media, focusing on LinkedIn to establish and enhance TDG's brand presence. Design all digital marketing products such as capabilities statements, presentations, newsletters, etc.
- Research and craft project proposals to secure new business opportunities and expand TDG's client base
- Attend industry events to capture content. Design booths, business cards, flyers, and other promotional materials for events

Sundancers Baton Twirlers Orlando, FL **Instructor** September 2015 - Present

- Tailored teaching techniques to diverse age groups and skill levels in a class and individual setting

Social Media Specialist May 2016 - September 2023

- Design graphics and advertisements for the Sundancers social media accounts intermittently since 2016, gained 42.4k+ on a Reel
- Summer 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 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 and Bartender** October 2020 - May 2022

- Efficiently served diverse orders in a fast-paced environment while maintaining bar organization, cleanliness, and stock levels

Social Media Marketing Manager March 2021 - May 2022

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

All-American Halftime Show Orlando, FL **Assistant Instructor** November 2017 - January 2020

- Oversaw participants and their activities. Coordinated routines for ages 12-18 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, an Instagram gaining 2,343 followers and establishing a brand

School of Journalism and New Media Oxford, MS **Ole Miss Social Media Intern** 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, 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