

Mackenzie Grizzard

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EDUCATION

Baylor University, Waco, TX

May 2026

Bachelor of Arts, Journalism, Public Relations

Certificate or Minor in Corporate Communications

Relevant Coursework: *Advanced Public Relations Writing, Adv Editing, Public Policy/Corporate Advocacy*

EXPERIENCE

FOUR COLUMNS, Waco, TX

August 2025 - Current

Marketing Communication Associate

- Created and scheduled content across client social platforms, contributing to an increase in brand visibility and engagement for local businesses.

ADT, Boca Raton, FL

May 2025 - July 2025

eCommerce Growth Marketing Intern

- Analyzed customer behavior and sales data to inform A/B testing strategies for landing pages, leading to reduced bounce rates and an improvement in user engagement on owned media platforms.
- Created an optimized listing strategy for online retail platforms by analyzing top-performing competitor SKUs and aligned branding strategy with Product and CX teams.
- Utilized content management tools like Sprinklr and Meta Business Suite to monitor customer/brand sentiment, increasing online engagement with targeted messaging language.

THE BAYLOR LARIAT, Waco, TX

May 2024-May 2026

Assistant News Editor, Staff Writer

- Led a team of student writers on staff and in the Advanced Reporting class, overseeing article/coverage assignments, editing for AP style, and ensuring timely publication.
- Created and designed eye-catching print pages using Adobe InDesign and Photoshop, increasing student viewership of print news and online media.
- Edited and fact-checked 5-8 articles a week, aligning content with Baylor University's standards/values while adhering to AP Style and news values.

MODERN TEXAS LIVING, Waco, TX

January 2025-May 2025

Editorial & Marketing Intern

- Assisted in writing/editing lifestyle content for print and digital platforms, ensuring alignment with brand voice and audience interests.
- Planned and executed several social media campaigns focused on highlighting local businesses, leading to an increase in followers on MTL's TikTok, Instagram, and Facebook platforms.

PROJECTS

- **Merchandising to Drive Growth, ADT:** Developed targeting messaging strategies to drive merchandising growth across the full customer funnel.
- **DIY Marketing/Branding Strategy, ADT:** Created a unified activation strategy for the launch of ADT DIY.
- **Rebranding ABC Network's Scripted Shows, ADV Public Relations:** End-of-course final project detailing how ABC should use paid, earned, owned, and shared media to appeal to younger generations.

Technical/Computer Skills: *Intermediate Excel, Advanced Adobe InDesign, Intermediate HTML*

Languages: English, Intermediate French

Certifications: *Poynter Certificate in Editing, International Baccalaureate Diploma*