

# Mackenzie Grizzard

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## EDUCATION

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**Baylor University**, Waco, TX

May 2026

*Bachelor of Arts, Journalism, Public Relations*  
Minor in Corporate Communications

## EXPERIENCE

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**FOUR COLUMNS**, Waco, TX

August 2025 - December 2025

- *Marketing Communication Associate*

*Developed engaging blog and social media content for 4–5 clients, managing accounts and scheduling posts independently. Wrote 10+ blogs for a Downtown Waco client over four months while creating and managing social media content for five clients concurrently.*

**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 aligning 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*

- **5-time** award-winning journalist at the national and state levels. 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

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- **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

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

- *State and National Awards*
  - *1st Place in PR Crisis Management*
  - *2nd Place Best of Show, Feature Story (American Collegiate Press)*