

Mackenna Meyers

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Profile Summary

A motivated and detail-oriented Business Marketing and Digital Media Arts graduate from the University of St. Thomas with a GPA of 3.46 and extensive experience in digital marketing, social media management, and communications. Demonstrated leadership and communication skills, proficient in various technologies and platforms. Known for creating compelling content and driving marketing initiatives across various platforms.

Education

University of St. Thomas | September 2020 – May 2024

- Bachelor's Degree in Business Marketing
- Minor in Digital Media Arts
- Member of Dean's List
- GPA: 3.46

Skills & Abilities

MAC/PC SYSTEMS - MICROSOFT OFFICE - ADOBE CREATIVE CLOUD – WORDPRESS - CANVA - COMMUNICATION – LEADERSHIP – DIGITAL MARKETING – DETAIL ORIENTED

Work Experience

Downstream Marketing Intern | ACIST Medical Systems | May 2024 – Present

- Create social media posts tailored to products.
- Build and develop content for email marketing, both internal and external.
- Develop digital marketing campaigns for future products.

Marketing Communications Intern | North Risk Partners | November 2023 – May 2024

- Composed various internal communication announcements with an audience of over 400.
- Researched and participated in the preparation of three future company events.
- Created posts for company's social media and internal website, including a four-post campaign.

Athletics Social Media Intern | University of St. Thomas | September 2022 – May 2024

- Created posts for social media pertaining to over nine athletic teams.
- Generated graphics, posts, and updates during live sporting events.
- Cataloged sports team photos by adding identifiable description of data.

Marketing Intern/Race Lead | Running Aces Casino and Racetrack | May 2023 – September 2023

- Prepared for race nights sales and promotions.
- Supervised a total of five race program sellers.
- Reviewed "end of race" paperwork to find any inconsistencies.
- Created graphics for card room manuals and Running Aces apparel.
- Promoted Running Aces externally at sponsored events.

Clubs and Community Experience

Women In Business Club| University of St. Thomas | September 2020 - May 2024

Marketing Club| University of St. Thomas | September 2020 - May 2024

Tommie Media| University of St. Thomas | September 2022 - May 2023

Volunteer| Flying Pig Thrift | May 2022 - August 2022