

Mackenzie Rogers

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EDUCATION

University of Georgia

B.B.A, Digital Marketing, Top 10%, Magna Cum Laude

Minor, Studio Art | Certificate, Personal and Organizational Leadership

Athens, GA

GPA: 3.81

Aug 2022 - May 2026

MARKETING WORK EXPERIENCE

UGA Career Center

Social Media & Marketing Intern

Aug 2025 – May 2026

- Managed the country's largest public career center Instagram and LinkedIn platforms using Hootsuite, created graphics using Canva, developed a strategic marketing plan for a Career Fair, and managed a content calendar

ESP, Inc.

Executive Marketing Intern

June 2025 – May 2026

- Grew the CEO's social media platforms such as Instagram by 165% and LinkedIn by 108%, created a comprehensive brand guide for the CEO's personal brand, planned a brand photoshoot for use in marketing materials, built a digital marketing content strategy, and developed a marketing strategy for the launch of the CEO's book *The Joy Exchange*, which our team has secured advertisements for in Time Square, Barnes and Noble on 5th Ave, and the book became a USA Today Best Seller two weeks in a row

Dunn Creatives LLC.

Social Media Marketing Intern

April 2025 – Aug 2025

- Constructed a strategic digital marketing plan, managed Instagram and TikTok accounts, resulting in a 145% increase in views across the two platforms, planned a strategic styled photoshoot to appeal to the target market, and consulted in website design improvements, resulting in an increase in aligned client inquiries.

LEADERSHIP EXPERIENCE

Institute for Leadership Advancement

Leadership Fellow

Jan 2025 – Dec 2025

- Collaborated with a diverse cohort to complete leadership development activities and projects, gaining hands-on experience in strategic decision making, ethical leadership, and service learning

The Wesley Foundation Leadership Team

Media Team Photographer, Graphic Designer, and Merchandise Sales Team

Aug 2023 – Feb 2025

- Captured photographic coverage of events, design graphics for marketing materials, and facilitate merchandise sales at events

RELEVANT PROJECT EXPERIENCE

Brand Identity Service-Learning Project | *Chuck Chewing Interiors*

Aug 2025 – Dec 2025

- Strengthened brand visibility through creating a comprehensive brand guide and critiquing the brand's web design

Brand Awareness Service-Learning Project | *Downtown Ministries*

Mar 2025 – Dec 2025

- Expanded brand awareness through offline marketing tactics such as strategic partnerships, event-based outreach, and print media

Marketing Case Competition | *Creature Comforts Brewing Co.*

Mar 2025 – Apr 2025

- Crafted a yearlong marketing campaign "Comfort Crafted for Your Gamedays" with a budget of \$500,000 to reach new generational and geographical markets

Digital Marketing Strategy Project

Jan 2025 – Mar 2025

- Developed an 18-week digital marketing campaign for a new LoveShackFancy activewear line using Meta, Pinterest, TikTok, & Influencers, given a content development budget of \$100,000 and an advertising budget of \$175,000, ultimately generating \$1,538,250 in predicted revenue and a 40:1 ROAS

UGA 2025 Digital Marketing Competition | *Porsche North America*

Jan 2025

- Conducted in-depth interviews, pitched ideas, and developed insights from both primary and secondary research to inform the creation of a digital marketing campaign