

Mackenzie Rogers

amr64337@uga.edu | (404) 354-7300 | www.linkedin.com/in/mackenzie-rogers-

EDUCATION

University of Georgia

Athens, GA

B.A, Digital Marketing | Minor, Studio Art

Certificate, Personal and Organizational Leadership.

Aug 2022 - May 2026

MARKETING WORK EXPERIENCE

UGA Career Center

Social Media & Marketing Intern

Aug 2025 – Present

- Manage the country's largest public career center Instagram and LinkedIn platforms using Hootsuite, create graphics using Adobe Illustrator and Canva, develop a strategic marketing plan for an event, conduct photography at events, and manage a content calendar

ESP, Inc.

CEO Marketing Intern

June 2025 – Present

- Grow the CEO's social media platforms such as Instagram, LinkedIn, TikTok and Facebook, create a comprehensive brand guide for the CEO's personal brand, develop a marketing strategy for her book launch, plan a brand photoshoot for use in marketing materials, and build a digital marketing content strategy for the CEO's social media platforms.

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 - Present

- Collaborate 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 - Present

- Capture 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 - Present

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

Brand Awareness Service-Learning Project | *Downtown Ministries*

Mar 2025 - Present

- Grow 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 revenue and 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