

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

Aug 2022 - May 2026

GPA: 3.81

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 using Hootsuite and Microsoft Office, creating a 664% growth in Instagram impressions and a 60% growth in LinkedIn followership
- Designed engaging graphics in Canva for Instagram stories, Instagram and LinkedIn feed posts, email banners, and print materials to enhance brand visibility and audience engagement
- Crafted and pitched a full-scale branding and marketing campaign for an event, including creative direction, audience targeting, promotional strategy, and event messaging; selected for implementation by leadership

ESP, Inc.

Executive Marketing Intern

May 2025 – May 2026

- Built and implemented a personal branding strategy for the CEO, creating brand guidelines that established consistent messaging, visual identity, and audience positioning across digital platforms
- Coordinated LinkedIn and Instagram marketing efforts, building and executing a strategic content calendar in Asana to support audience growth, engagement, and brand awareness
- Created and continuously refined a cross-platform content strategy through audience analysis, content pillar development, performance monitoring, and adaptation to evolving social media algorithms and trends
- Supported the marketing launch of *The Joy Exchange*, coordinating promotional initiatives across influencer partnerships, social media marketing, retail placements, event marketing, and national book tour campaigns that contributed to the book becoming a USA Today bestseller

Dunn Creatives LLC.

Social Media Marketing Intern

Apr 2025 – Aug 2025

- Developed and executed social media marketing strategies across Instagram and TikTok for a luxury wedding photography brand, driving audience engagement and brand awareness through targeted content creation
- Launched the company's TikTok presence and established a platform-specific content strategy aligned with brand goals, audience interests, and emerging social media trends
- Directed planning for a strategic brand photoshoot, collaborating on creative direction and visual storytelling to strengthen brand positioning and appeal to the luxury wedding market

LEADERSHIP EXPERIENCE

Institute for Leadership Advancement

Leadership Fellow

Jan 2025 – Dec 2025

- Completed a selective leadership development program focused on personal leadership, organizational effectiveness, team collaboration, and strategic decision-making, strengthening the ability to lead with purpose and drive meaningful impact

The Wesley Foundation Leadership Team

Media Team Photographer, Graphic Designer, and Merchandise Sales Team

Aug 2023 – Feb 2025

- Led visual storytelling through event photography and graphic design, creating content that promoted campus initiatives, strengthened community engagement, and enhanced organizational communications

SKILLS

Brand Strategy • Content Creation • Social Media Strategy • Personal Branding • Digital Marketing • Graphic Design (Canva, Adobe Creative Suite) • Photography • Campaign Management • Influencer Marketing • Project Management • Leadership • Audience Segmentation • Data Analysis • Public Relations • Pitch Decks • Content Calendar Management