

MACKENZIESCHMIDT

ADVERTISING AND NEW MEDIA STUDENT

PROFILE

I am an advertising and new media student looking to pursue a challenging yet rewarding experience in a creative environment where my skills and fresh perspective will contribute to the success of the company. I am an effective communicator and leader willing to do what it takes to complete a job effectively and on time. I hope to work in the field of content creation, social media, or project management, to progress my personal skills as well as an advertiser.

CONTACT

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CAMPUS INVOLVEMENT

International Association of Business
Communicators(IABC) Networking
Committee
UGA Infusion Magazine Advertising Sales
Team

CERTIFICATES AND AWARDS

President's List
Google AdWords
Google Analytics
Lynda.com InDesign 2018 Essentials
Training
Coursera Social Media Marketing
Certificate

SOFTWARE

Adobe Creative Suite
Microsoft Office Excel
Microsoft Office Powerpoint
Keynote
iMovie
Windows
Mac OS
HTML/CSS
WordPress

PROFESSIONAL SKILLS

Social Media Marketing/ Promotion
Event Management
Typography
Graphic Design
Logo Design
Branding
Photography
Videography

EDUCATION

University of Georgia / August 2019
Bachelor of Arts in Journalism, Advertising
New Media Certificate
HOPE Scholarship Recipient
Overall GPA: 3.82

The Creative Circus / June 2018 – August 2018

Summer at the Circus

- Collaborated with a team of three students to create complete advertisement campaigns and effectively reach our client's target audience.
- Improved graphic design, typography, and branding skills by creating infographics, web pages, and print and digital advertisements.
- Learned basic photography and videography skills to create compelling and engaging images to attract advertisement viewers.

RELEVANT EXPERIENCE

Event Specialist

O'Brien Productions / April 2015 – Present
Kennesaw, GA

- Managed social media content for parent company and company affiliates on platforms such as Facebook, Instagram, and company websites.
- Coordinated and assigned twenty staff members for scheduled events.
- Managed and operated various events such as weddings, casino parties, and corporate picnics.
- Developed personal communication and client relation skills by assisting and interacting with guests and company leaders.
- Organized the warehouse and prepared flower arrangements, decorations, casino tables, and necessary materials for upcoming events.

Fitzco Intern for a Day

Atlanta, Georgia / February 2019

- Interned in the project management department for a day developing strategies to effectively communicate with the creative and account management departments.
- Created scheduling sheets to manage department checkpoints in order to ensure advertisements get completed on time and run effectively.
- Expanded skills working with Google Teams to collaborate on projects, assign agency employees to certain roles and communicate throughout the agency.

Moxie Social Strategy Workshop Attendant

Moxie/ October 2018

- Collaborated with a team of four to create an advertising campaign for the American Cancer Association within a strict budget of \$20,000 and time limit of 45 minutes.
- Led my team of four to win the campaign competition which included measuring KPI's and impressions on the campaign and presenting the findings Moxie.
- Shadowed company employees and attended information sessions on the best advertising practices.

Event Planning and Coordination Co-Chair

ADPR Connection / August – October 2018
Athens, Georgia

- Managed \$3,500 dollar budget.
- Pitched to local companies for donations for the event and received hundreds of dollars worth of donations in food and gifts.
- Managed a team of six members and delegated necessary tasks.
- Coordinated details of the event including decorations, panel speakers, gifts, and senior luncheon.