

Contact

www.linkedin.com/in/mckenna-bass (LinkedIn)

Top Skills

Event Planning

Leadership

Public Relations

Languages

English (Native or Bilingual)

American Sign Language
(Elementary)

McKenna Bass

Senior Project Manager at Food Truck Promotions
New York, New York, United States

Summary

Graduate with a Bachelor of Arts (B.A.) in Sociology with a minor in Non-Profit Administration from University of Oregon.

Experience

Food Truck Promotions
Senior Project Manager
June 2023 - Present (5 months)
New York, New York, United States

Food Truck Promotions is an experiential marketing agency that will Bring Your Brand to the Streets™ with custom branded vehicles. We focus on creating one-of-a-kind experiences and establishing meaningful connections between brands and their consumers.

Bee Street Co.
3 years 1 month
Director of Accounts
June 2022 - June 2023 (1 year 1 month)
West Hollywood, California, United States

Bee Street is the secret weapon to get your brand into the hands, homes and hearts of A-List stars and buzz builders. We create unique, impactful opportunities to build brand engagement based on careful analysis of the data and up-to-the-minute understanding of the trends.

With over two decades of experience and a proven track record, we know how to drive meaningful increases in earned media value & decreases in customer acquisition cost.

With a particular expertise in founder-led and category-disrupting businesses, Bee Street specializes in the health, wellness, food, beauty, fashion, and fitness categories.

Account Executive (Influencer Marketing)
June 2020 - June 2022 (2 years 1 month)

West Hollywood, California, United States

Krupa Consulting

Jr. Account Coordinator (CPG)

April 2019 - April 2020 (1 year 1 month)

Greater Los Angeles Area

Blue Bottle Coffee

Barista

October 2018 - April 2019 (7 months)

Los Angeles, California

Associated Students of the University of Oregon

Street Faire Administrative Coordinator

September 2017 - August 2018 (1 year)

Eugene, Oregon

University of Oregon

Barista

September 2017 - August 2018 (1 year)

Eugene, Oregon

Alpha Chi Omega Fraternity, Inc.

Vice President of Philanthropy

September 2017 - January 2018 (5 months)

Eugene, Oregon

Ethiopian National Project

Office Intern/ Volunteer

July 2017 - August 2017 (2 months)

Jerusalem, Israel

Temple Beth Hillel

3 years 10 months

Youth Group President

August 2013 - June 2014 (11 months)

Valley Village, California

Teacher Assistant/ Office Assistant

September 2010 - June 2014 (3 years 10 months)

Santa Monica High School
Associated Student Body Vice President
August 2013 - June 2014 (11 months)
Santa Monica, California

Education

University of Oregon
Bachelor of Arts - BA, Sociology · (2014 - 2018)

Santa Monica High School
High School · (2010 - 2014)

University of Oregon