



MACKENZIE COOK

cookmmackenzie@gmail.com | (678) 372-4740
3851 Sentry Ridge Court, Suwanee, GA 30024

PROFESSIONAL SUMMARY

New graduate with a degree in Communication Studies, excited to launch career as Social Media Strategist. Expert in managing profiles on social media platforms like Facebook, Twitter, and Instagram. Successful in expanding online presence through personalized interactions with followers.

EXPERIENCE

Social Media Strategist | Kids R Kids - Duluth, GA 08/2018 - CURRENT

- Created and edited guaranteed high quality social media content to increase engagement with parents, employees, and future customers.
- Obtained, attributed, and wrote compelling captions and other text for photos, video, and other graphics for company's social media platforms.
- Directed and coordinated marketing posts to promote the services the company has to offer.
- Conveyed noteworthy information about the children's and teacher's project successes and updates to parents.
- Ensured successful outcome of marketing development strategy by aligning consistent brand messaging and visual designs across all social media outlets.

Contributing Writer | Odyssey Online - Athens, GA 12/2018 - CURRENT

- Researched and wrote 4-5 pieces per month for the Odyssey Online featuring subjects such as lifestyle, media and sports.
- Created specialized content for the Odyssey Online including briefs, features and general content articles.
- Organized material, determined area of emphasis, and wrote stories according to prescribed editorial style and format standards.

EDUCATION

University Of Georgia, Athens, GA SPRING 2020

Franklin College Of Arts And Sciences: Communication Studies

- GPA: 3.222
- HOPE Scholarship
- Coursework in *Principles of Advertising, Communication in Digital Environments* and *Media, News & Consumers*.

AFFILIATIONS

- Ad Club
- American Advertising Federation

SKILLS

- Excellent interpersonal skills
- Social media, digital marketing, and advertising.
- Exceptional attention to detail
- Superior verbal and written communication skills