

# MCKENZIE TRACY

*University of Miami Undergrad*

## Contact

(407) 484-4553

Mckenzie.tracy@icloud.com

## Academic Qualifications

### UNIVERSITY OF MIAMI

*Senior at the University of Miami, majoring in Broadcast Journalism with a minor in Sports Administration. Will be graduating early in December 2020.*

### DOCTOR PHILLIPS HIGH SCHOOL

*Was in the TV Production magnet program all four years, National Honors Society, Senior Class Vice President, varsity volleyball team all four years, and managed the men's varsity volleyball team for 3 years. While in high school I also dual enrolled, meaning I took half of my classes at Valencia Community College. This is allowing me to graduate from UM early.*

## Skills

- Expertise with various social media platforms, including Facebook, Twitter, Instagram, TikTok, LinkedIn, etc.
- Event organization and management.
- Knowledge in Adobe Photoshop, Adobe Premiere, Adobe After Effects, Microsoft Word, Microsoft Power Point, Microsoft Excel, etc.

## Involvement

### DIGITAL STRATEGY INTERN- UM

#### ATHLETIC DEPARTMENT

Using social media analytics software to evaluate the performance and effectiveness of digital campaigns. Assisting with the management of digital assets for all sports. Creatively executing @miamihurricanes instagram story on game days while competing in the national Instagram Student Section competition.

As an intern I also co-host the Miami Minute. For the show, I help write the scripts, film, host and edit the show every week. This show gets on average 20,000 views per week. You can find this show on the @miamihurricanes IGTV.

(January 2019-Present)

### COMMUNICATIONS INTERN - UM ATHLETIC DEPARTMENT

As an intern I assisted with communication facets of all sports, attended and worked home games, updated student-athlete biographies, updated web content on HurricaneSports.com, conducted interviews with student-athletes and coaches, handled media credential requests and distribution, updated statistical archives, wrote press releases, and other duties as assigned.

(August 2018- May 2019)

### WSVN - CHANNEL 7 MIAMI

As an intern at WSVN I enhanced many skills such as transcribing interviews, writing scripts, and doing stand-ups. This internship has also taught me how to adapt to the fast pace setting of a news room and how to choose which stories to bring to fruition.

(Spring 2020)

### UMTV

News Break is one of 7 shows UMTV offers, and I was able to be one of the anchors for Fall 2018. I also have worked crew for News Vision.

(Fall 2018)