



McKenzie Campbell


Marketing Content Specialist | Videographer | Social Media Manager

ABOUT ME

Expertise in copywriting, campaign management, retail management, customer service, social media management, videography and camera equipment. Adaptable and creative, with good time management and experience working in team settings. Eager to work on varied projects and draws inspiration from real-life stories.

 703-999-0448

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 www.kenziesuecreative.com

EDUCATION

Bachelors in Journalism (Advertising)

2020-2023

- Baylor University
- Waco, TX

Dean's List

2021-2023

- Baylor University
- Waco, TX

SKILLS

- Adobe Suite: Illustrator, Premiere Pro, Lightroom, Photoshop, InDesign
- Photographer, videographer, television camera operator, editor
- Canva, Instagram, Facebook, Twitter, TikTok, Wix Website Builder
- Microsoft Office: Word, Excel, Powerpoint
- Wrike project management, SharePoint, Salesforce

ACHIEVEMENTS

Best Relationship Drama

"What About Us?"

Texas Short Film Festival
2022

WORK EXPERIENCE

Marketing Content Specialist

University of Nebraska-Lincoln

Lincoln, NE
2023-Present

- Copywrites content for multiple campus partners for web and email communications.
- Collaborates on marketing campaign creation and execution.
- Assists writing content for print advertisements such as postcards, digital ads, mailers, etc.
- Coordinates PowerPoint presentations for group events and webinar information sessions.

Videographer | Editor

Baylor Branding & Creative Services

Waco, TX
2021-2023

- Filmed sporting and student-athlete events for Baylor Athletics.
- Edited recaps, highlight reels and other video requests from staff, coaches and athletes.
- Coordinated group media content sessions for different teams.
- Labeled and organized video footage.

Associate Producer | Graphic Designer

Baylor Branding & Creative Services | ESPN+

Waco, TX
2021-2023

- Created in-game graphics for team, player, coach and conference statistics.
- Pitched storylines and graphics during commercial breaks with a majority going into the show .
- Updated Excel spreadsheets with player statistics.

Social Media Manager | Photographer

Hardin Simmons University Women's Soccer Team

Australia
2023

- Created engaging content for the Women's World Cup trip for HSU's Cowgirl Soccer Team for multiple social media platforms.
- Photographed and videoed each event, practice and game the team participated in.
- Interacted with comments and messages from followers.