

# MACKENZIE COOLEY

Carmel, IN • 812-827-7173 • mackenziepaigecooley@gmail.com • [Portfolio](#)

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## WORK EXPERIENCE

### Multimedia Content Specialist, Lambda Chi Alpha

Aug 2023 - Present

- Managed email communications for the Fraternity in HubSpot and Marketing Cloud Account Engagement (Pardot)
- Designed, implemented, and refined member lifecycle automations that delivered **50%+ open rates** and **15%+ click-through rates** across all stages
- Analyzed email and social media metrics to craft monthly reports sent to key internal stakeholders
- Collaborated with cross-functional teams on email and social media content to complete strategic goals
- Developed and launched the **Brand Ambassador Program**, recruiting and managing ~12 Ambassadors to drive user-generated content and positive storytelling on LinkedIn
- Led and coached summer interns, conducting daily to weekly check-ins and hands-on guidance to support project success
- Planned and executed monthly content calendars across Instagram, LinkedIn, Facebook, and TikTok, driving a **535% increase in impressions, 156% increase in engagement, and 28% increase in followers** across all platforms in **2.5 years**
- Leveraged analytical insights to refine posting cadence, creative formats, and audience targeting, generating multi-platform growth
- Built a comprehensive analytics dashboard within Salesforce to give clear visibility into delivery, opens, clicks, and engagement quality
- Aided Expansion, Volunteer Support, and Educational Foundation teams with their transition to Salesforce and Marketing Cloud Account Engagement, helping team members learn the system and sharing best practices

### Video Asset Creation Intern, Masterbrand Cabinets Inc.

May 2022 - Dec 2022

- Managed and prioritized multiple projects simultaneously, aligning all deliverables with the release schedule and maintaining quality standards
- Produced 20+ original creative assets for promotional campaigns and marketing materials across print and digital channels
- Adapted and reformatted content for diverse social media and digital platforms, optimizing each piece for audience engagement and platform best practices.
- Identified and acted on opportunities to improve the content creation and editing process, contributing ideas that improved workflow efficiency and creative output.

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## EDUCATION

### Bachelor of Science in Communications, Public Relations

Aug 2019 - May 2023

University of Tennessee - Knoxville

- Minors in Journalism and Event Planning
- Member of Sigma Kappa Sorority
  - Homecoming Committee (2 years)

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## SKILLS

Salesforce | Email Content Creation | Social Media Content Creation | Data Analytics  
Project Management | Collaboration & Communication | Problem-Solving