

Mackenzie Anderson

EXPERIENCE

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SKILLS

Full Adobe CC suite

Photography (directing, shooting, retouching, & editing with a focus on ecommerce, marketing, social media, and vlogging)

Creative direction and execution for marketing and social campaigns, including production and implementation

Animation design, video editing and post-production

Social media strategy & management

Visual asset design for web, social, print, & out-of-home

Influencer marketing strategy, relations, and negotiation

Social media, blog, & market trend research of digital content, apparel, and lifestyle industries

Understanding & implementation of KPI analytics for marketing and social platforms

Brand standards design & management

Digital marketing communication platforms & practices

Web design & publication, & HTML/CSS3

Editorial composition & production/publication

Typography design & technique

Ecommerce merchandising planning and promotion

Event design, management & execution

Data management & internal networking systems

Project management platforms

Interactive design in emerging technologies

Information design & data visualization

3D production & packaging construction

On-apparel graphics design & pre-press

Hand-done art (including drawing, textile dying, lettering, painting, construction, & screenprinting)

Editorial writing

Microsoft Office suite

EDUCATION

Drexel University

Philadelphia, PA

Antionette Westphal College of Media Arts & Design;
Pennoni Honors College; Magna Cum Laude;
Honors with Distinction

Bachelor of Science, Graphic Design / June 2015

References available upon request

Free People, URBN Inc.

Asst. Manager of Social Media & Creative Marketing / September 2019 - Present

- » Provide creative direction and asset production for marketing and social media campaigns, including photoshoots, art direction, graphic design & video editing, and cross-platform coordination
- » Develop and design acquisition marketing tactics and assets for paid advertising channels
- » Pitch quarterly, monthly, and daily marketing strategy based on past learnings, market trends, and KPIs
- » Coordinate and oversee project management and implementation of marketing strategy for social media channels, print, site/email, and out-of-home tactics
- » Coordinate influencer campaigns and participation including content direction, product strategy, contracts and negotiation, and financial impact

Kate Somerville Skincare

Digital Content Creator / May 2020 - Present

- » Create graphic and video content for KS social media channels including graphics, gifs, short format videos, stories, Reels, and IGTV videos
- » Work with KS creative and marketing team to advance visuals and maintain brand codes and aesthetic
- » Create and edit videos for Sephora Instagram channel featuring Kate Somerville

MINDD Bra

Digital Content Creator / November 2020 - Present

- » Work with MINDD creative team and founder to advance visuals and maintain brand codes and aesthetic
- » Create graphic content for MINDD social media channels

Social Media Designer and Manager

Various Companies / 2015 - Present

- » *Pressed Juicery* brand photography and social media assets (2020-present)
- » *Waiakea Water* brand photography and social media assets, including video (2018-present)
- » *Aquio Water Bottles* all brand photography and video assets; social media management including brand launch strategy and community management, as well as site and marketing asset design (2018)
- » *Essenshell* all brand photography and assets; brand strategy including social media, web, & ecommerce plans (2020)
- » Various marketing and social media assets, including *Finish Line Womens, Hasbro, Daniel Wellington, Pura Vida Bracelets, Blenders Eyewear, Tobi, Lojel Travel, Hartmann Luggage, Cotton and Canvas Co, Float Naked, Vimea Active, Hari Mari Shoes, The Goats Co, Rollo Towel Co, and Reckless Girls* (2015-present)

Floral and Event Design

Various companies / June 2016 - Present

- » *Elizabeth Ivy Designs, Philadelphia* Design and installation of small and large-scale florals for events, from boutonnieres and bouquets to centerpieces to large structures and room installations; consult on business strategy (2019-present)
- » *Freelance, Los Angeles & Philadelphia* Design event florals for weddings and mid-sized events, including sourcing/ordering and set up (2016-2019)
- » *Poppyhill Flowers, Los Angeles* Assist with wedding florals and on-site installation and set up (2016-2017)

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Art Director, Marketing and Social Media / September 2017 - September 2019

- » Design and edit organic and paid graphics and video for all marketing channels
- » Provide creative direction and production for marketing and social media projects; including concepting, planning, photography/video production and editing, & graphic design
- » Collaborate with marketing, social media, and merchandising teams to communicate cohesive messages and brand storytelling across web, social media, email, ecommerce, & PR
- » Strategize digital solutions to fiscal and growth goals across acquisition and social media platforms,
- » Develop and test strategic email communication & social media marketing methods based on KPIs
- » Collaborate with influencers and brand ambassadors on social media and marketing needs, including photoshoots, gifting, partnerships, events, & classes