

McKenna Day

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Creative and forward thinker, eager to expand strategic knowledge in marketing and communications. A strong writer who communicates effectively with target audiences through strategic brand management and digital marketing strategy.

EDUCATION

Virginia Commonwealth University (VCU), Richmond, VA May 2021
Bachelor of Science in Mass Communications, Concentration in **Public Relations**
Minor in Psychology GPA 3.6

COMMUNICATIONS EXPERIENCE

Digital Marketing Intern July 2023 – Present
Talent Engines, LLC (remote start-up)

- Design and manage multiple company websites
- Manage several social media accounts on multiple platforms
- Write original content
- Articulate complex legal jargon in layman's terms
- Create marketing calendar/plan

Communications Coordinator March 2022 – July 2022
Clark Construction, Bethesda, MD

- Upheld consistent corporate brand standards in written and visual collateral throughout the organization
- Developed external and internal content: news and press releases, media messages, advertisements, announcements and initiatives, and company publications (i.e., magazines)
- Designed corporate marketing materials, including presentations, programs, banners, and more
- Assisted in management of both internal and external corporate events

PR Intern June 2020 – Aug 2020
REQ, Vienna, VA

- Monitored media for client coverage and industry trends
- Completed projects/assignments that focused on developing communication, research, and writing skills
- Worked with account teams to research and draft editorial pitches
- Assisted in the coordination of team meetings and attended internal team meetings
- Attended editorial calls, internal account meetings, client meetings, and briefings with editors

Content Marketing Intern May 2019 – May 2020
Ellucian, Reston, VA

- Worked with social media manager creating and implementing campaigns including paid and organic efforts
- Updated social content and campaign calendar weekly, increasing engagement by 10%
- Created content on authentic student experience, generating more traffic by 5%
- Monitored website, social media and PR analytics to identify valuable insights about target audiences
- Worked with PR Director on announcements, including press releases and media alerts
- Utilized social media (stories, videos) to provide more humanized content

MEMBERSHIPS & COMMUNITY INVOLVEMENT

Public Relations Student Society of America, VCU Sept 2019 – June 2021

- Role: President
- Led society meetings, held workshops, organized networking events, announced scholarships, etc.
- Maintained an understanding of current trends in the public relations profession

SKILLS

Social Media & Platforms: Facebook, Twitter, Instagram, LinkedIn, LinkedIn Elevate, and Hootsuite certified
Software: Adobe Creative Cloud, InDesign, Canva, WordPress, Microsoft Office, and OpenAsset