



MACKENZIE KENNEY

Public Relations Specialist

CONTACT

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HARD SKILLS

- Digital & Web Design
- SEO/SEM Strategy
- Strong Writing Skills
- Branding/Brand Management
- Social Media/Content Creation
- Detailed Research
- Client Relationship Management
- Microsoft Office
- Adobe Creative Cloud
- HubSpot
- Canva
- Editing/Proofreading
- Campaign Execution

SOFT SKILLS

- Problem-Solving
- Communication Skills
- Creative/Innovative Thinking
- Interpersonal Skills
- Collaboration/Teamwork
- Organization
- Analytical Skills
- Leadership
- Time Management
- Adaptability
- Detail-Oriented

EDUCATION

B.A. IN JOURNALISM

University of Oklahoma, Gaylord College of Journalism & Mass Communication | 2016 - 2022

MAJOR: PUBLIC RELATIONS
MINOR: HUMAN RELATIONS

INVOLVEMENT: 56TH PRESIDENT'S LEADERSHIP CLASS

OU STUDY ABROAD: CLERMONT-FERRAND, FRANCE

ABOUT ME

Dynamic PR professional with skills in strategic communication, creative writing, digital/web design, and high-impact campaign execution. Experienced in branding, brand management, enhancing engagement & growth across digital channels, and building strong client relationships. Known for creativity, adaptability, and delivering measurable results. Ready to bring fresh insights to a forward-thinking PR team.

WORK EXPERIENCE

SOCIAL EVENT SALES COORDINATOR

Candid Color Systems/Party Pics | July 2024 - February 2025

- Coordinates photography services for social events (galas/fundraisers/school dances/corporate events/tailgating/fan fests/etc)
- Cold calls & in-person sales calls
- Networks & generates new leads
- Creates various marketing emails
- Manages relationships with clients
- HubSpot
- Sales pitching
- Research

PR SPECIALIST/EQUINE SPECIALIST

Quail Ridge Farm | April 2022 - Present

- Built website & continues to manage it & oversee analytics
- Brand creation (logo, color palette, typography, personality/voice/tone, values/mission, story, target audience)
- Consistent SWOT Analyses
- Executes SEO/SEM strategy
- Merch creation
- Research
- Social media management & content creation
- Assists with client & equine interaction during sessions

FRONT DESK SPECIALIST/GUEST EXPERIENCE LEAD

Purity Day & Med Spa | April 2023 - November 2023

- Multi-tasked between various duties
- Optimized service provider schedules
- Attended to/enhanced client experiences
- Met weekly product/service/membership sales
- Managed platforms such as Boulevard & Podium
- Created content with the marketing team

RECEPTIONIST/INTERN

Sagac Public Affairs & GR Pro | October 2019 - April 2020

- Assisted with campaign building and execution
- Worked closely with lobbyists and politicians in OKC & Washington D.C.
- Utilized Trail Blazer Campaign Software to upload new research
- Engaged in strategic communication & political research

PR INTERN/ASSISTANT

Optimal Life Space | June 2017 - August 2019

- Professionally organized client homes/offices/garages
- Managed social media
- Assisted with web & digital design
- SEO & SEM strategy
- Designed merchandise