

Mackenna Meyers

(651)-402-3930 | meye6697@stthomas.edu | <https://www.linkedin.com/in/mackenna-meyers>

Objective

A Marketing major at the University of St. Thomas with a minor in Digital Media Arts seeking an opportunity where I can apply my marketing skills. I am a fast-paced learner who is committed to collaborating in a team, influencing customer experience, and leveraging previous coursework and job experience. Course work completed in Marketing Management, Marketing Research, Marketing Analytics, Consumer Behavior, Design Concepts, HTML/CSS Web Design, Statistics, Operations, Finance, Accounting, Macroeconomics, and Microeconomics.

Education

UNIVERSITY OF ST. THOMAS | SEPTEMBER 2020 – GRADUATION SPRING 2024

- Bachelor's Degree in Business Marketing
- GPA: 3.43

Skills & Abilities

MAC/PC SYSTEMS
MICROSOFT OFFICE
ADOBE CREATIVE CLOUD
CANVA
COMMUNICATION
LEADERSHIP

Project Experience

SPORTS MARKETING FOR THE ST. PAUL SAINTS | UNIVERSITY OF ST. THOMAS | SPORTS MARKETING

- Created a promotional plan for the St. Paul Saints upcoming season
- Researched the Saints consumer base
- Built personas for the type of fans coming to the stadium for this specific promotion

STARBUCKS RESEARCH | UNIVERSITY OF ST. THOMAS | MARKETING RESEARCH

- Took part into both primary secondary research
- Accumulated survey responses from peers through social media outreach
- Identified an idea the company could implement along with the likelihood of it being accepted

GRAPHIC DESIGN PORTFOLIO | UNIVERSITY OF ST. THOMAS | DESIGN CONCEPTS

- Created graphics in Canva, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, and Microsoft
- Graphics include business, website, and package designs

Work Experience

ATHLETICS SOCIAL MEDIA INTERN | UNIVERSITY OF ST. THOMAS | SEPTEMBER 2022 - PRESENT

- Create posts for social media pertaining to athletic teams
- Generate graphics for posts with live updates during sports events
- Catalog sports team photos by adding identifiable description of data

MARKETING INTERN/RACE LEAD | RUNNING ACES CASINO AND RACETRACK | MAY 2023 - SEPTEMBER 2023

- Prepare for race nights sales and promotions
- Supervise race program sellers
- Review “end of race” paperwork to find any inconsistencies
- Update and copyright card room game manuals
- Create graphics for card room manuals and Running Aces apparel
- Promoted Running Aces externally at sponsored events

GUEST SERVICES | RUNNING ACES CASINO AND RACETRACK | JUNE 2021 - AUGUST 2021

- Worked at the front desk providing answers and information to customers
- Created customer accounts and introduced new rewards happening
- Worked with the Marketing department to network our business at events
- Compiled reports and data to track marketing initiatives

Clubs and Community Experience

WOMEN IN BUSINESS CLUB| UNIVERSITY OF ST. THOMAS | SEPTEMBER 2020 - PRESENT

MARKETING CLUB| UNIVERSITY OF ST. THOMAS | SEPTEMBER 2020 - PRESENT

TOMMIE MEDIA| UNIVERSITY OF ST. THOMAS | SEPTEMBER 2022 - MAY 2023

- Design graphics for stories posted on campus media page

VOLUNTER| FLYING PIG THRIFT | MAY 2022 - AUGUST 2022