

# Makenna Crocker

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## PROFESSIONAL EXPERIENCE

*Richardson Sports*

### Marketing Specialist

02/2024 - Present

- Run campaign content production (write briefs, hire models, create shot lists, direct photoshoots, collaborate with designers for final deliverables)
- Manage all social media channels, calendar, paid ads, and content creation
- Reconstruct website, build landing pages, optimize SEO
- Write copy for email and social campaigns, and press releases

*Palo Alto Software*

### Content Marketing Strategist

06/2023-01/2024

- Write, edit, and manage editorial content for blog sites and social media
- Optimize Google SERP performance, enhance WordPress SEO
- Conduct market research and produce educational branded assets

### Social Brand Manager

03/2022-06/2023

- Build and maintain brand-aligned social content
- Conceptualize video/editorial content for promotion
- Direct video scripts and creative concepts for social media videos

### Digital Marketing Communications Specialist

06/2021-03/2022

- Create compelling video content for education and marketing
- Collaborate with photographers and customers to craft success stories
- Recruit influencers for the affiliate program

### Content Marketing Specialist

09/2019-06/2021

- Design captivating content for multiple blogs
- Support multiple teams with design, research
- Boost product engagement through marketing content

*Abbie and Julia LLC*

### Freelance Video Editor

11/2021-08/2022

- Edit videos for prominent YouTubers with 700k+ subscribers
- Ensure sponsored videos adhere to brand tone and guidelines

*University of Oregon*

### Research Assistant

04/2021-12/2021

- Analyze Rwandan news articles for global research project
- Code news clips from US stations for larger research endeavor

*Net2TV*

### Intern Journalist – Accra, Ghana

06/2018-08/2018

- Cover public events and press conferences, producing news stories
  - Edit and assemble video content for television broadcasts
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## EDUCATION

### *University of Oregon:*

*Master's Degree in Advertising (2021)  
& Brand Responsibility*

*Bachelor of Advertising (2020)*

*Bachelor of Dance (2020)*

*Minor in African Studies (2020)*

## SKILLS

SEO	Copywriting
Research	Empathy
Content Strategy	Content Creation
Video Editing	Collaboration
B2B Marketing	Social Media
Graphic Design	Ad Creation
Email Marketing	Project Management