



Mackenzi Abbott

Digital Media & Event Marketing | Social Media Management

EXPERIENCE

LET'S CHAT



www.mackenziabbott.com

SKILLS

Microsoft Office

Google Suite

AP Style

HARO

SEO & Analytics

Adobe Creative Cloud

Later & Hootsuite

Team Leadership Skills & Project Management
Organization & Time Management

EDUCATION

Bachelor of Science in Fashion Merchandising ||

Bachelor of Science in Strategic Communication

Texas Christian University, Fort Worth, TX

John V. Roach Honors College

May 2022 Graduation; GPA : 3.8

TCU Chancellor's Scholarship Program

August 2018 – May 2022

TCU Dean's List

Fall 2018; Spring 2020 – Spring 2022

CERTIFICATIONS

Google's Certification in Google Analytics

Fashion Institute of Technology Certification
in the Beauty Industry

Ahrefs Academy Certification in Blogging for
Business (SEO)

Twitter Flight School Certification in
Launching and Connection

COMMUNITY INVOLVEMENT

Founding President, It's On Us TCU

Content Writer & Contributor, HerCampus

Publicity Chair, Phi Upsilon Omicron Honor
Society

Member, Public Relations Student Society of
America (PRSSA)

Digital Marketing Manager

September 2021 – Present

DLM Supply Co., Dallas, TX

- Curate social media user-generated content and analytics;
- Control email marketing strategies and design creative campaigns;
- Build an e-commerce site, from product organization to design properties (utilizing Shopify)

Fashion Market Event Intern

January 2021 – Present

Fashion Industry Gallery (f.i.g.), Dallas, TX

- Manage event schedule and overall flow, as well as guest check-in;
- Represent highlighted brands and vendors to increase sales and traffic;
- Build relationships with vendors and buyers on behalf of f.i.g.

Director of Public Relations

May 2021 – December 2021

Roxo Agency, Fort Worth, TX

- Lead and manage PR managers and teach agency members to write media pitches;
- Copywrite media pitches and press releases & land placements for the agency;
- Build internal campaigns to encourage agency mental wellness;

Beauty & Fashion Public Relations Intern

May 2021 – August 2021

RAGDOLL PR, Los Angeles, CA

- Managing social media tasks, including content creation and client engagement;
- Researching digital influencers/brands for potential partners;
- Creating pitches (from copywriting to images) and monitoring digital and print press

Public Relations Manager

January 2021 – May 2021

Roxo Agency, Fort Worth, TX

- Research competitors and the market to build a communication strategy;
- Create campaign executions and deliverables, including social media and event planning;
- Fulfill client goals with tailored communication efforts (including video content)

PR and Communication Manager

January 2021 – August 2021

Be Fearless You Foundation, Dallas, TX

- Engage important dialogue with the public via digital media mediums;
- Build complete branding plan and standards for a start-up nonprofit;
- Design Wix website for the brand, from graphic design to copywriting

Digital Marketing Intern

August 2020 – November 2020

Alcorn Agency, Fort Worth, TX

- Facilitated a digital marketing plan to increase engagement with new mediums;
- Supervise all social media accounts and interactions

Stylist and Sales Associate

May 2019 – August 2019

Studio Soho Boutique, Midland, TX

Sales Stylist

May 2018 – August 2018

Runway Seven Boutique, Midland, TX