

Mckenzie L. Halling

Madison, WI 53703 | 608-293-2811 | mhalling2300@gmail.com

Public Relations and Social Media Experience

Wilde East Towne Honda | Communications and Internal Marketing Coordinator | June 2018 – Current

- Control content creation and curation for social media accounts and blog – increasing engagement, reach and SEO
- Coordinate and plan the fourth-annual community Safety Event, managing sponsors, donors, vendors, and entertainment

UW-Madison College of Letters and Science | Social Media Coordinator | February 2017 – December 2017

- Created social strategy and analyzed post statistics to increase engagement from followers by understanding trends
- Increased Twitter followers by 1,040, Instagram by 516, and Facebook by 375 people in six months without paid ads

Daily Cardinal | Account Executive | May 2017 – December 2017

- Maintained relationships with prior and future accounts through sales calls and in-person visits
- Expanded advertising client base by over 200 new contacts and gained over \$8,000 worth of revenue

UW-Madison Advertising Club | AAF Member | September 2016 – December 2017

- Honed advertising and agency skills and knowledge through weekly meetings and networking opportunities

Canvas Club Boxing PR Campaign | Public Relations Strategies | J464 | September 2017 – December 2017

- Created public relations campaign for local businesses Canvas Club Boxing using consumer and competitor research
- Researched, communicated and monitored conversations using programs CisionPoint, Simmons OneView, and Hootsuite

Publication Experience

Curb Magazine | Managing Editor | J417 | September 2017 – Current

- Manage all day-to-day functions of staff including editing, enforcing deadlines and managing communication
- Advise staff in story development, rewriting, revision and production functions

Her Campus – Wisconsin | Managing Editor and Contributing Writer | February 2016 – Current

- Lead 40 editors and writers with content creation and production schedule through consistent communication and deadlines
- Oversee revisions and editing for all articles published online

Advertising Week New York | Reporting Team | September 2017

- Composed blog posts for week-long advertising conference in New York City with team of selected UW-Madison reporters
- Sharpened essential advertising skills and knowledge by attending conferences led by top industry professionals

Daily Cardinal | Senior Photographer | November 2016 – December 2017

- Captured photographs for various news stories, such as sporting events, for UW-Madison's oldest campus publication
- Published work in both in-print and online versions of publication

Education

University of Wisconsin – Madison | Bachelor of Arts | May 2019

Major: Journalism – Reporting and Strategic Communications

Certificate: Digital Studies

Achievements: College of Letters and Science Dean's List – December 2015 – May 2018

GPA: 3.87/4.0

Thammasat University – Bangkok | Journalism and Mass Media Studies | January 2018 – June 2018

Skills

- Advanced in social media (Instagram, Snapchat, Facebook, Twitter, Pinterest), WordPress, Simmons OneView, Adobe Creative Suite, Sprout Social, Google Docs, and Microsoft Office
- Certifications: Hootsuite Program
- Leadership and Organization Skills: Co-Founder and Secretary for Rotaract Club UW (Partnered with Rotary Club of Downtown Madison)
- Early-professional DSLR Nikon Photographer: Mckenzie Halling Photography
- Spanish (Conversational)