

MAKENZIE REID

DIGITAL MARKETING & COMMUNICATIONS

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PROFILE

Marketing and design professional with experience in social media, branding, content creation, and campaign support. Skilled in developing digital assets, coordinating communications, and reviewing campaign engagement.

EDUCATION

B.S. Interactive Design | Kennesaw State University, Kennesaw, GA | Expected May 2027

Minor in Psychology | GPA: 3.6

EXPERIENCE

Digital Marketing & Administrative Assistant | Aug 2026–Present

Noonday Association | Marietta, GA

- Created graphic materials and provided design support for events, programs, and communications.
- Supported social media content and event promotion across digital platforms.
- Assisted with research, reporting, presentations, and organizational projects.
- Provided administrative support through correspondence, record maintenance, and event preparation.

Directed Study — UX Research | Aug–Dec 2026

Kennesaw State University | Kennesaw, GA

- Conduct qualitative UX research using interviews, observation, and thematic analysis.
- Analyze research findings to identify user needs and inform design decisions.
- Collaborate on academic research and present insights through symposium and research projects.

Marketing & Graphic Design Intern | Jun–Aug 2026

Yancey Bros. | Austell, GA

- Created digital graphics, flyers, website assets, and social media content.
- Reviewed email marketing analytics and campaign performance.
- Designed territory maps and branded marketing materials.
- Managed company merchandise, inventory, and distribution.

Social Media Marketing & Design Intern | Sep 2025–May 2026

Open Door Talk | Woodstock, GA

- Created digital graphics and video content for social media platforms.
- Updated website content and improved brand consistency.
- Planned weekly social media content to increase engagement.
- Supported event promotion and community outreach.

Marketing Intern | May–Jul 2025

Nikmin & Associates | Atlanta, GA

- Supported marketing campaigns through events, live demonstrations, and direct outreach.
- Collaborated with a team to increase customer sign-ups by 15% and tracked campaign engagement.

SKILLS

Marketing: Social Media Management, Content Creation, Brand Strategy, Content Planning

Analytics: Campaign Tracking, Audience Engagement, Email Marketing Analytics

Design & Web: Canva, Adobe Illustrator, Adobe Photoshop, Figma, HTML, CSS, JavaScript

Platforms: Meta Business Suite, Hootsuite, CapCut, Adobe Acrobat

CERTIFICATION

CITI Program — Students in Research; Social, Behavioral, and Educational Research with Human Subjects (2026)