

# MAKENNA CROCKER

## CONTENT STRATEGIST

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## EDUCATION

### University of Oregon

#### **Master's in Advertising and Brand Responsibility**

~ Expected 2021 ~

- Studying ethical and responsible branding, UX design, strategy, content, user experience, and effective storytelling and advertising

### University of Oregon

#### **Bachelor of Science in Advertising**

#### **Bachelor of Science in Dance**

#### **Minor in Africa Studies**

~ June 2020 ~

- Graduated with Honors from the School of Journalism and Communication
- Study abroad and internship in Accra, Ghana
- Inducted into Kappa Tau Alpha in recognition of academic achievement in journalism and communications
- Cumulative GPA: 3.78

## SKILLS AND ABILITIES

- Adobe Suite
- Social Media Managing
- Digitally savvy in all social media platforms
- Research, data collection, and assessment
- Creative and strategic writing
- Passionate and driven
- Outgoing and great communication skills

## AWARDS & ACHIEVEMENTS

- Arion Award
- Oregon Evans Scholar
- Kappa Tau Alpha Member
- Member of SOJC Honors Cohort

## EMPLOYMENT HISTORY

### Content Marketing Specialist

Palo Alto Software *Eugene, OR* (Sept 2019 - Present)

- Craft content to intrigue, educate, and captivate the user and boost product engagement
- Create design, visual elements, social media strategy, customer outreach, and research for several of Palo Alto Software's teams
- Write, edit, and upload editorial blogs for company sites and newsletters
- Manage shared inboxes and respond to customer inquiries
- Create animated educational tutorial videos

### Video Editor

Allen Hall Media *Eugene, OR* (Sept 2019 - June 2020)

- Edited video and audio footage in Adobe Premiere Pro
- Crafted compelling narratives with high-quality visuals and audio
- Created professional final products for clients to share for their personal and professional use

### Content Marketing Intern

Palo Alto Software *Eugene, OR* (June 2019 - Sept 2019)

- Created animated tutorial videos
- Helped to improve social media presence
- Sifted through all industry guides for broken links and helped to update old articles
- Conducted research, created and distributed a survey on access to business funding that was taken by over 1,500 participants, and used as data for a TechCrunch article

### Intern Journalist

Net2TV *Accra, Ghana* (June 2018 - August 2018)

- Attended public events and press conferences and wrote news stories on them
- Recorded and edited stories to be put together with video shot from our videographer
- Put together audio and video in Adobe Premiere Pro to be aired on television each evening

### Golf Caddie

Bandon Dunes Golf Resort *Bandon, OR* (2014 - 2018)

- Created interpersonal relationships with customers as I carried their clubs
- Provided insight and knowledge on the course
- Gave club recommendations and analyzed shots