

Makenna Brakefield

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Summary

Strategic marketing and communications professional with 7+ years of experience in content strategy, copywriting, SEO, and digital marketing. Skilled at translating complex information into clear, engaging content across web, email, social, and digital channels. Experienced in editorial planning, brand voice development, audience research, and creating content that drives engagement, builds trust, and supports business goals.

Work Experience

Senior Copywriter / Marketing Manager
AI MANAGING SERVICES, COBURG, OR
(MODERN AMENITIES)

July 2026 – present

- Write conversion-focused copy for VendHub and Vendingpreneurs, spanning landing pages, email campaigns, social media, editorial content, and video scripts
- Develop and maintain distinct brand voices, including writing and publishing content in the voices of two entrepreneur-led vending brands
- Manage social media strategy and content production for two successful vending operators, including weekly content planning, visual creation, copywriting, scheduling, and publishing
- Ideate long-form YouTube concepts and write scripts for long-form video and Shorts; collaborate with videographers to coordinate filming and production
- Develop content strategies and messaging that educate, engage, and convert vending operators across SaaS, community, and personal-brand audiences
- Manage multiple concurrent content projects from concept through execution, collaborating with leadership, creative partners, and videographers while using AI tools to accelerate research and content development

Marketing Specialist
RICHARDSON SPORTS, SPRINGFIELD, OR

February 2024 – July 2026

- Develop and present marketing briefs, campaign strategies, and product launch strategy recommendations to internal stakeholders
- 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 (seeing boosts in link clicks up to 460%)
- Build and launch email campaigns, journey flows, and audience segments
- Assist in production of large-scale photoshoots for a \$40M revenue-driving Team product line, owning creative direction, logistics, and aiding in on-site execution.

- Partner cross-functionally with product, art, and leadership teams to execute campaigns from concept to final delivery.

Content Marketing Strategist *June 2023 – January 2024*
PALO ALTO SOFTWARE, EUGENE, OR

- 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
- Manage key accounts and affiliates, maintaining a strong relationship
- Helped shape corporate messaging by translating leadership priorities and business updates into clear content for broader audiences
- Partner cross-functionally with product, art, and leadership teams to execute campaigns from concept to final delivery.

Social Brand Manager *March 2022 – June 2023*
PALO ALTO SOFTWARE, EUGENE, OR

- Partner with senior executives to craft communications in their voice, supporting leadership messaging and company announcements
- Build and maintain brand-aligned social content, A/B test and analyze results
- Conceptualize and produce video and editorial content for promotion
- Write video scripts and direct creative concepts for social media videos

Digital Marketing Communications Specialist *June 2021 – March 2022*
PALO ALTO SOFTWARE, EUGENE, OR

- Produce compelling video content for educational marketing materials
- Collaborate with external photographers and customers to craft success stories
- Recruit influencers for the affiliate program

Content Marketing Specialist *September 2019 – June 2021*
PALO ALTO SOFTWARE, EUGENE, OR

- Design blog layout for optimal readability and engagement
- Support multiple teams with research and design to supplement educational content
- Boost product engagement through diverse marketing content

Research Assistant *April 2021 – December 2021*
UNIVERSITY OF OREGON, EUGENE, OR

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

Journalist *June 2018 – August 2018*
NET2TV, ACCRA, GHANA

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

Education

M.S. in Advertising and Brand Responsibility

University of Oregon School of Journalism and Communication

B.S. in Advertising

University of Oregon School of Journalism and Communication

Certifications

- Key Account Management
- Email Marketing
- Customer Service Leadership
- Public Relations Foundations