

Makenna Carter

Social Media Professional | Content Strategist | Digital Storyteller

Norman, OK
(720) 261-9029
makenna812@gmail.com

EXPERIENCE

Composite Marketing Specialist — *Candid Color Systems*

SEPTEMBER 2024 - PRESENT

- Researched and developed a comprehensive booklet explaining volume composite photography to photographers
- Redesigned and optimized the composite photography email campaign for our retail division, PartyPics
- Designed and developed new products and coordinated the announcement and release of these products to internal customers

Social Media Coordinator — *Candid Color Systems*

AUGUST 2022 - SEPTEMBER 2024

- Oversaw 5 brands' social media presences, including designing graphics and filming video content for a total of 14 social media profiles, ensuring visual consistency and brand alignment
- Developed and executed comprehensive social media strategies that aligned with company objectives, contributing to a 438% growth in follower base
- Collaborated cross-functionally with marketing, sales, and customer support teams on integrated campaigns, ensuring consistency in messaging and branding across 5 brands

Marketing Intern — *TYM Tractors*

SUMMER 2022

- Created and maintained a consistent social posting schedule to effectively reach a relevant audience, generating a 465% growth in accounts reached, 123% growth in impressions and a 907% growth in engagements
- Researched and presented proposals for new influencer contracts, including finding accounts, writing and editing contracts, and presenting the benefits of agreements with these influencers

Engagement Editor — *The OU Daily*

AUGUST 2020 - AUGUST 2022

- Implemented a consistent content calendar to best capitalize on the algorithm and efficiently delegated production to staff members. Worked on breaking news events and prepared multiple drafts for possible outcomes in breaking news scenarios.
- Revamped the daily newsletter product, generating a 277% growth in subscribers, 386% growth in opens and 174% growth in clicks. Created a new newsletter focusing on OU football, with over 5,200 subscribers and an average open rate of 23% and a 5% click rate.

EDUCATION

University of Oklahoma

August 2020 – May 2024

Bachelor of Arts in Public Relations

Minor in Political Science

SKILLS

Event Planning

Project Management

Strategic Communication

Campaign Strategy

Customer Engagement

Data Analysis

Adobe InDesign

Canva

WANT TO KNOW MORE?

View work samples and my full work experience here:
makennacarter.com

LET'S CHAT!

(720)261-9029

makenna812@gmail.com

[LinkedIn: Makenna Carter](#)