

McKenzie Wilson

MARKETING MANAGER

CONTACT

 845 Province Rd Ft. Collins, CO

 970-290-8627

 macrwilson@gmail.com

EDUCATION

University of Northern Colorado // 2016-2020

Bachelor of Communications:
Journalism and Media Studies

SKILLS

- Strong verbal and written communication skills
- Excellent listening, negotiation and presentation abilities
- Sharp attention to detail
- Experience delivering client-focused solutions to customer needs
- Proven ability to juggle multiple account management projects at a time
- Brand Promotion

ABOUT ME

Communications and Media expert who is passionate about working with people, writing, and event planning. My real world experience as an Account Manager and handling of social media accounts along with being highly self-driven and self-motivated will allow me to fill and role as well as make me a valuable asset to your team.

WORK EXPERIENCE

Account Manager

Apex Horizon / Loveland, CO / Jul. 2019

- Operated as the lead point of contact for any and all matters specific to customer accounts
- Responsible for building and maintaining strong, long-lasting customer relationships
- Oversaw customer account management, including negotiating contracts and agreements to maximize profit
- Collaborated with sales team to identify and grow opportunities within the Northern Colorado territory
- Developed new business with existing clients and/or identify areas of improvement to meet sales quotas

Account Executive

Apex Horizon / Loveland, CO / Jun. 2019 - Jul. 2019

- Responsible for achieving a monthly unit quota in internet, phone, and home security sales
- Designed, developed, and delivered sales proposals and presentations on product benefits
- Self-generated leads by contacting prospective clients by telephone, networking, and industry events
- Maintained all sales databases necessary to report sales activity and customer information

EXPERTISE

- Adobe Photoshop
- PowerPoint
- Microsoft Word
- Microsoft Excel
- Salesforce CRM

REFERENCES

Jeff Chamer

VP of Sales at Siemens Healthcare

Phone: 970.305.1834

Email: jchamer@yahoo.com

Michael Pettus

*Marketing and Media Director at
Overkil Fitness & Nutrition*

Phone: 850.803.1935

Email: mike@overkilfitness.com

EXPERIENCE CONTINUED

Social Media Assistant

University of Northern Colorado / Greeley, CO / Oct. 2018 - Mar. 2019

- Helped develop brand awareness about the University of Northern Colorado through social media
- Managed official social media accounts such as Snapchat, Instagram, Twitter, and Facebook
- Developed brand loyalty with engaging, responsive, responsible, surprising, and captivating social media interactions
- Collected data to analyze what's working, what's not, and reinforce or refocus key messages accordingly
- Worked with multiple teams to develop innovative social media marketing strategies

Merchandise Customer Assistant

Colorado Eagles / Windsor, Co / Oct. 2015 - Dec. 2017

- Performed tasks that keep the merchandising department operating smoothly
- Created relationships with players and other game day staff to promote creative merchandising concepts
- Analyzed and posted updates to signage, marketing materials and item price tags to reflect current promotions
- Assisted customers with questions about current promotions, store policies and products
- Contributed in the development of ideas and execution of plans as needed

INTERESTS



Travelling



Music



Painting



Photography