

McKenzie H. Todd

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PROFESSIONAL EXPERIENCE

Berry College

Rome, Georgia

September 2022 – Present

- **Advancement Marketing Operations Manager**

- Direct the department's digital fundraising efforts, overseeing online registration, merchandise, and giving forms to drive alumni engagement and increase donor giving, in alignment with organizational fundraising goals.
- Collaborate with numerous stakeholders to ensure cohesive brand positioning while maintaining the Always Berry website and executing email marketing campaigns aimed at cultivating alumni and donor relationships to foster increased philanthropic support.
- Support Advancement staff with key marketing platforms including Salesforce Marketing Cloud, Webconnex, Emma, Pardot (Account Engagement), Survey Monkey, and FormAssembly.
- Demonstrated proactive leadership by autonomously spearheading and executing marketing operations initiatives during a 6-month hiatus of direct supervision, showcasing a self-directed work ethic and strategic decision-making expertise.

U Public Relations

Rome, Georgia

February 2020 – January 2022

- **Co-Owner/ Chief Executive Officer**

- Developed compelling storytelling strategies for clients, crafting engaging narratives to enhance brand identity and connect with target audiences.
- Orchestrated media relations programs to secure positive coverage for clients, fostering strong relationships with journalists and influencers to amplify brand messaging.
- Provided strategic brand management counsel, ensuring consistency across all communications materials, maintaining brand integrity in crisis situations, and overseeing public relations and communications efforts to align messaging with organizational objectives across multiple clients.
- Attended numerous events, conducted interviews, and wrote various news releases and feature stories in AP style, effectively communicating clients' key messages to the media and the public.
- Provided creative direction for graphic design and managed production of various communications materials, ensuring visual consistency and alignment with brand standards.
- Served as a first responder in crisis situations through the maintenance and implementation of press strategies, safeguarding the reputation and interests of clients.
- Led a team of 10+ contracted employees in ensuring the timely distribution of news releases, fostering a collaborative and results-driven work environment.

V3 Publications

Rome, Georgia

February 2018 – February 2020

- **Managing Editor and Assistant Public Relations Director**

- Led storytelling initiatives as the Managing Editor, overseeing the creation, editing, and proofreading of documents for publications to ensure brand and quality standards.
- Implemented communications plans aligned with strategic objectives, utilizing storytelling techniques to engage audiences and promote organizational goals.
- Regularly attended events, conducted interviews, and wrote communications materials for internal and external media and targeted audiences, effectively conveying stories that supported the objectives of identified initiatives.
- Established critical relationships with key stakeholders to ensure deliverables met business priorities, enhancing storytelling opportunities and amplifying brand messaging.
- Managed writers and photographers to meet deadlines, scheduled events, and served as a designated writer on writing projects as needed, contributing to cohesive and impactful storytelling efforts.

OTHER RELEVANT EXPERIENCE

Inside Cheerleading Magazine

Atlanta, Georgia

December 2016 – February 2018

- Contributing Writer

EDUCATION

University of Georgia

Athens, Georgia

May 2023 – May 2025

Master of Arts in Emerging Media

Kennesaw State University

Kennesaw, Georgia

August 2014 - December 2017

Magna Cum Laude

Bachelor of Arts in English, Minor in Professional Writing

PROFESSIONAL AFFILIATIONS

The Council for Advancement and Support of Education (CASE) – Member 2022-24

CERTIFICATIONS

Google Analytics 4 – March 2024-25