

# MCKENNA CLOUSE

Mounds View, MN | <https://gondola.cc/mckennaclouse>

<https://kennaclouse.wixsite.com/digitalportfolio> |

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Motivated Social Media Coordinator bringing expertise in managing social media across various platforms, proficient in crafting engaging copy, content creation and audience engagement techniques. Demonstrated capability in scheduling and posting media with a focus on detail and creativity. Committed to leveraging data-driven insights to optimize content impact and enhance audience engagement.

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## EXPERIENCE

### MARKETING AND SOCIAL MEDIA INTERN

3M Open | Blaine, MN

MAY 2024 – AUGUST 2024

- Engaged audience's with consistent, high-quality content across multiple social media platforms.
  - Crafted compelling copy for various platforms to drive user interest and interaction.
  - Collaborated with influencers to create sponsored content, expanding brand exposure and attracting new followers.
  - Analyzed social media data to identify trends and optimize future content strategies for better results.
  - Managed multiple social media accounts simultaneously, maintaining consistent voice and message across platforms.
  - Coordinated cross-promotional efforts with other departments or partner companies for maximum impact on both brands audiences.
  - Scheduled regular content updates using scheduling tools like Sprinklr, ensuring consistent presence on all channels even during off-hours or holidays.
  - Leveraged scheduling tools to maintain a consistent posting schedule while maximizing exposure during peak engagement hours.
  - Designed and presented social media campaign ideas.
  - Wrote copy for PGA Tour App Push Notifications in correspondence to 3M Open Activations and Sponsors.
  - Assisted with social media content creation, monitoring and planning.
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### MEDIA LIAISON

Waldorf Hockey | Forest City, IA

SEPTEMBER 2022 – FEBRUARY 2023

- Designed and presented social media campaign ideas.
- Analyzed trends in social media posts and followers to maximize views.
- Engaged in photography, graphic design and video content creation.
- Posted in real time in-between intermissions on scoring updates, and stats.
- Was main point of contact for fans and visiting teams.

### MEDIA INTERN

North Iowa Bulls | Mason City, IA

SEPTEMBER 2021 – APRIL 2022

- Produced digital content for North Iowa Bulls and Mason City Toros.
  - Wrote a player feature for the Mason City Toros.
  - Designed and presented social media campaigns.
  - Analyzed trends in social media posts and followers to maximize views.
  - Filmed and edited Mic'D up practice videos.
  - Engaged in photography, graphic design and video content creation.
  - Stayed on top of current Tik Tok trends.
  - Conducted in-depth interviews with players and coaches.
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## EDUCATION

### **BACHELOR OF ARTS IN COMMUNICATIONS, MINOR IN SPORTS MANAGEMENT**

Waldorf University

April 2023

- Distinguished member of university's Alpha Chi National Honor Society
- Relevant Coursework: Journalism, Public Relations, Digital Media, Graphic Design, Marketing
- GPA 3.8

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## SKILLS

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|---------------------------|---|
| • Adobe Creative Cloud    | • Leader with experience                |
| • Microsoft 365           | • Event Planning                        |
| • Social Media Analytics  | • Extensive Customer Service Experience |
| • Photo and Video Editing | • Content Creation                      |
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