

# McKenzie Dorris

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## MARKETING & DESIGN

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### Profile

Marketing and design ace that brings a wealth of unique experience, from conceptual strategy to polished final product. A team player that is never one to back down from a challenge, my time working abroad cultivated a valuable global perspective that enriches and guides my creative approach.

### Skills

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Premiere Pro  
Adobe After Effects  
Concepting/Strategy  
Storyboarding  
Content Creation  
Photography  
Video Editing  
Constant Contact  
Keynote  
Microsoft Word  
Microsoft Powerpoint  
Notion

### Education

SOUTHERN ILLINOIS  
UNIVERSITY

*BFA • Summa Cum Laude*

Graphic Design

Minors: Advertising, Art History

Four-year Division I

Student-Athlete

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 618-638-8690

### Experience

#### MARKETING & DESIGN COORDINATOR

Regional Office of Education (ROE) #21

*Marion, Illinois • December 2022 - Present*

- Leading the creative direction of various digital and print content to support communication and marketing efforts for the ROE #21 brand
- Designing all promotional materials across multiple formats for ROE #21 professional development events, trainings, workshops, and conferences
- Managing ROE #21's social media presence, planning monthly social calendars through Notion, creating all content, and leading monthly briefings/brainstorms
- Organizing the monthly ROE #21 newsletter, collecting and managing content across 12 teams and utilizing Constant Contact to design and send to over 1000 subscribers

#### GRAPHIC DESIGNER

Freelance

*Seoul, South Korea • February 2021 - September 2022*

- Owned the revitalization of brand guidelines, logos, and social media presence for a variety of businesses in Korea and America
- Conducted market research and stayed updated on design trends to provide clients with fresh and relevant design solutions, resulting in increased brand engagement and recognition
- Maintained contacts and projects globally, exercising crucial organizational and time management skills

#### ART DIRECTOR (JUNIOR)

TPN

*Chicago, Illinois • May 2018 - January 2021*

- Involved in the conception of 360° campaigns, fleshing out campaigns and promotions and pitching to internal/external clients
- Lead the ideation, design, and copy direction for Takis' 2021 social media promotional campaign, achieving record-breaking social engagement for the Takis brand
- Transformed Takis USA social media strategy to gain 110K new followers across accounts in one year
- Honed copywriting skills to craft campaign pitches, commercial scripts and social media content
- Designed storyboards, digital content, POS, rich media, social posts, Super Bowl content and pre-production guides for clients including Takis, Sara Lee Bread, Ball Park Buns, Pepsico, and Clorox

#### GRAPHIC DESIGNER

Dippin' Dots, LLC

*Paducah, Kentucky • January 2018 - May 2018*

- Designed collateral and marketing materials for national franchisees, establishing a direct line of communication with stakeholders and vendors to ensure satisfaction of final product and delivery
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