

JEFFREY MCKINZIE
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Summary

Content Writer with journalistic writing and editing experience in sports and nonprofit communications.

Communications Experience

Embark Media Productions – Remote

July 2021- Present

Content Marketer (Freelance)

- Develop 14-page content marketing plan to improve brand awareness and Google ranking
- Analyze B2B demographic data with goal to increase client conversions by 80%
- Create Trello kanban boards and swipe files to lead content ideation efforts
- Modeled content pillars leveraging keywords researched using ahrefs Keywords Explorer

Easter Seals Central Illinois – Bloomington, IL

October 2019 – December 2019

Event Marketer (Special Projects)

- Tracked pricing data for 25 Central Illinois races with Google Sheets for Run The Woods, an annual race held by Easter Seals Central Illinois & Timber Pointe Outdoor Center
- Compiled an executive summary of event pricing for Run The Woods committee

Code Platoon – Chicago, IL

October 2019 – December 2019

Grant Researcher (Special Projects)

- Researched data on veterans, spouses, and coding bootcamps for master grant application in 2022
- Compiled 5-page document outlining software development as a post-military occupation, education benefits & bootcamp model for veterans and military spouses

Bloomington Edge – Bloomington, IL

July 2015 – January 2016

PR & Social Media (Intern)

- Designed signage and promotional materials for outreach events using Adobe InDesign
- Developed 16-page Corporate Sponsorship Options guide that was used by sales team
- Created 14-page strategic social media plan for eight-month offseason
- Grew team's Facebook and Twitter engagement by 120% and 80%

Special Olympics Illinois – Normal, IL

May 2012 – August 2012

Communications (Intern)

- Wrote feature story about Special Olympics athletes meeting PGA Tour golfer Davis Love III
- Created 6 press releases for local and statewide media for summer events and awards
- Produced written content for Special Olympics Illinois' statewide newsletter and website
- Won minivan in Toyota's "100 Cars for Good" social media contest for Young Athletes program

Western Avenue Community Center – Bloomington, IL

August 2014 – October 2014

Marketing Communications (Intern)

- Implemented and managed Twitter account to promote special events
- Wrote content in fall 2014 newsletter for WACC Board of Directors
- Created press release for annual fundraising dinner

Education

Rochester Institute of Technology (RIT) – Rochester, NY

May 2014

Bachelors, Applied Arts and Sciences

Emphasis: Journalism; Web Design & Development

Clubs: Brothers and Sisters in Christ (Christian Bible study)