



McKENZIE CORCORAN

CONTACT

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EDUCATION

SIENA COLLEGE

BS IN MARKETING |
CONCENTRATION IN MARKETING
COMMUNICATIONS AND DIGITAL
MARKETING

- Degree anticipated In May 2021
- Dean's and President's List recipient on multiple occasions

CAPA LONDON

THE GLOBAL EDUCATION NETWORK

SEMESTER ABROAD | JAN 2020

- Relevant Course: Global Internship Program, Strategic Communication, marketing and Advertising In Britain

EXPERIENCE

CUSTOMER MARKETING SPECIALIST

SIENA COLLEGE | LOUDONVILLE, NY | NOV 2020-PRESENT

- Providing prospective students with high quality interactions that drive visit registrations, applications and enrollments
- Creating customized content to better connect with each individual student

COMPUTER SCIENCE TUTOR

SIENA COLLEGE | LOUDONVILLE, NY | AUG 2020-PRESENT

- Tutoring students In classes pertaining to the fundamentals of Excel and Management Information Systems

MARKETING AND COMMUNICATIONS INTERN

SIENA COLLEGE | LOUDONVILLE, NY | AUG 2020-NOV 2020

- Produced engaging content for the Admissions social media pages (Instagram and Facebook)
- Generated ad copy to be used in Siena College social media advertisement campaigns
- Offered creative input for future campaigns and recruitment material to be sent to prospective students
- Assisted the team in creating brand strategy for the college as well as crafted brand messaging for the winter and spring semesters

PRODUCT MARKETING INTERN

CANON USA | MELVILLE, NY | JUNE 2020

- Offer accepted. Program cancelled due to COVID-19.

SOCIAL MEDIA INTERN

SPORTINSPIRED | LONDON, UK | JAN 2020 - MAR 2020

- Compiled monthly reports on consumer traffic, reach, engagements, and growth on social media platform
- Generated weekly social media schedules that reflected current events and the impact that SportInspired had on the deprived communities that they support
- Produced articles pertaining to childhood health In the UK to be showcased on the website

SKILLS AND CERTIFICATIONS

- Proficient In Microsoft Office, Qualtrics, SPSS, Google Suite, Canva, and Hootsuite
- Strong attention to detail
- Social media management
- Content creation
- Certifications: Google Ads, Google Analytics, Bloomberg Market Concepts, and Citi Human Subjects Research
- Superior communication and organization abilities