

MCKENNA GREENE

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EXPERIENCE

InCourage Systems

May 2021 - Present | Burke, VA

Current Roles Include:

Social Media Coordinator

Responsible for 6 InCourage Martial Arts franchise locations and Rise Martial Arts on Facebook, Instagram, and Google pages

- Create digital content concept, design, layout, ad copy, and strategic posting schedule using a consistent brand message to increase page engagement
- Gather original-curated photography and videography
- Maintain communication and engagement with online audience via Instagram Direct Message, Facebook Messenger, comments, tags, shares, reviews, and questions

Content Creator

Create and develop digital and print content for franchises' in-studio events and activities

- Write 48 Character Lesson Plans each year used by 35 martial arts studios
- Create strategic plan for in-studio events, games, crafts and marketing collateral under studio monthly theme
- Upload promotion and event flyers, social media content plans, and lesson plans into InCourage Systems Marketing Database for eCommerce sales
- Manage all event curation, planning, and logistics for 15 in-studio events per year

Graphic Designer

- Responsible for all creative design, layout, and illustrations, ensuring that the brand is delivered in a consistent and high-quality manner
- Create new event logos and design various print, web, and email campaigns in accordance with brand specifications in a fast-paced environment
- Design merchandise items for retail store

Photography and Videography

Responsible for weekly content sessions using photography and videography to capture in-studio activities, classes, and events

- Knowledge of lighting, positioning and camera technique
- Photo editing expertise using Adobe Creative Cloud Software
- Provide still shots in a fast-paced environment
- Video editing expertise using Adobe Creative Cloud Software for paid ads and our members app, MyStudio.

Administrative Assistant

- Aggregate studio data for monthly, quarterly and year end reports for 22 studio locations
- Responsible for InCourage Systems' quarterly partner events and gatherings; pitch event ideas and manage curation and logistics
- Manage InCourage Systems client relationships with on-demand content creation, Lead Generation consulting, Trial Experience consulting and miscellaneous administrative tasks

InCourage Martial Arts - Purcellville

November 2020 – Present | Purcellville, VA

Operations Coordinator and Taekwondo Instructor

- Managed studio outreach and created demand generation campaigns to increase studio membership using email campaigns, social media, and marketing collateral for promotions
- Managed studio budget, inventory, and equipment ordering
- Managed and trained a team of 5 staff members, coordinating training and scheduling

SKILLS & EXPERTISE

Software: Adobe Creative Cloud, Canva, CapCut, Procreate, MacBook Pages, Microsoft Applications

Skills: Social Media, Graphic Design, Photography, Videography, Marketing Campaigns