

# MCKENZIE BAUMANN

Digital Marketer & Community Engagement Specialist

## PERSONAL INFO

- Phone: (920) 304-0318
- Email: mckenzie.baumann99@gmail.com
- Location: Green Bay, WI

## EDUCATION

**UW Stout**  
B.S. Digital Marketing Technologies  
2024

## SKILLS

- Social Media Strategy Development
- Social Media Copywriting
- Brand Voice Development & Consistency
- Visual Storytelling & Creative Direction
- Market Research & Competitive Analysis
- Community Engagement Strategy
- Event Planning
- Gamification & Engagement Incentives
- Creative Problem-Solving
- Adaptability
- Relationship Building

## LANGUAGES

- English (Native)
- Korean (Beginner)

## REFERENCES

Tanya Young  
• (815) 482-4089  
• tanyayoung91@gmail.com

Rachel Fears  
• (417) 988-8892  
• rachelfears07@gmail.com

## SUMMARY

Digital marketing and community engagement specialist with experience in social media strategy, content creation, and brand communication. Skilled at adapting to fast-changing trends, building strong relationships, and creating engaging content that supports organizational goals. Collaborative, detail-oriented, and committed to delivering meaningful audience experiences.

## EXPERIENCE

**Community Engagement Specialist - Hockers Home Services** Feb 2025 - Present

- Lead community engagement initiatives that strengthen brand presence and build trust with local audiences
- Represent the company at Chamber of Commerce events to expand visibility and foster business relationships
- Plan and execute marketing activation tables at community events, generating leads and revenue, and increasing brand awareness
- Produce and curate organic social media content that highlights company culture and drives audience engagement
- Plan and execute internal employee appreciation events to strengthen team morale and contribute to a positive work environment

**Global Supporter - KLAB COMPANY** Aug 2024 - Sept 2024

- Developed compelling content for the release of an indie Korean artist's new single, enhancing audience engagement
- Collaborated in group research and intelligence to contribute to comprehensive case studies
- Supported the release of promotional content and materials, contributing to effective marketing campaigns
- Assisted in analyzing content performance metrics to optimize future marketing strategies

**Social Media Intern - Mezz Entertainment** May 2024 - Aug 2024

- Assisted in the management of the official Mezz Entertainment Facebook and LinkedIn pages
- Conducted research to identify and address client needs
- Contributed to the development of promotions, media content, and campaigns
- Collaborated with team members to strengthen and enhance brand image
- Assisted in creating proposals for social media strategies and promotional activities

**Community Assistant - The Heights Menomonie** Sept 2022 - May 2023

- Developed and distributed promotional materials for resident events and leasing campaigns
- Created and managed content for Instagram and TikTok
- Contributed to brainstorming, planning, preparation, and execution of resident events
- Designed and distributed monthly email newsletters for residents