

MACKENZIE WHITE

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Digital marketing professional with hands-on experience across social media, content strategy, paid ads, email campaigns, and event marketing. Skilled in multi-platform content creation, analytics, and managing multiple clients and priorities simultaneously. B.A. in Digital Marketing, Bellevue College (Summer 2026).

EXPERIENCE

Digital Marketing Intern | Skylight Social | Remote Jan 2026 – Mar 2026

Capstone internship for a Mark Cuban-backed decentralized social media startup (380K+ users). Executed multi-discipline campaigns across social, content, paid ads, and event marketing.

- ▶ Produced and managed multi-platform content (TikTok, Instagram) contributing to a boosted video that generated 65.2K likes, 3.9K comments, and 12.4K bookmarks
- ▶ Wrote SEO-optimized blog posts and platform copywriting to drive brand awareness and user acquisition for a startup scaling to 380K users
- ▶ Prepared materials and ran logistics for a product demo event attended by 60+ industry professionals in Seattle, in partnership with Expo.dev
- ▶ Contributed to press outreach resulting in a TechCrunch feature (~7.8M monthly visitors), positioning Skylight as a leading TikTok alternative
- ▶ Leveraged AI tools including Claude, Whisper Flow, and Repurpose.io to streamline content production and cross-platform distribution

Marketing Consultant | Unchained Brains | Remote Apr 2026 – Present

Independent social media and content marketing consultant for a woman-owned small business (Kansas City, MO).

- ▶ Manage full-cycle social media presence across Instagram, TikTok, Facebook, and YouTube Shorts, including content filming, editing, and scheduling
- ▶ Build and execute email marketing campaigns to drive product awareness and repeat customer engagement
- ▶ Cross-promote content across platforms to maximize organic reach for a bootstrapped brand with limited ad spend

Client Services Representative | Proliance Surgeons | Bellevue, WA Dec 2023 – Present

- ▶ Manage dual scheduling systems for a high-volume orthopedic practice, coordinating appointments across a large and diverse patient base
- ▶ Serve as the primary point of contact for patients, delivering empathetic, efficient service in a fast-paced clinical environment
- ▶ Collaborate cross-functionally with medical and administrative teams; leverage Microsoft Office Suite to maintain accurate records and streamline communications

Stocker & Customer Service | Costco Wholesale | Issaquah, WA Oct 2022 – Dec 2023

- ▶ Optimized floor layout for product releases, balancing visual merchandising priorities with operational timelines while consistently upholding Costco's high service standards

PROJECTS

Skylight Social — Capstone Integrated Marketing Campaign Bellevue College x Skylight Social | Winter 2026

- ▶ Designed and executed a full-funnel campaign spanning 6 disciplines: social media, paid ads, copywriting, content marketing, event marketing, and product development
- ▶ Tracked and reported campaign analytics across TikTok and Instagram; built Canva event collateral and coordinated brand presence at a 60-person developer meetup in Seattle

EDUCATION

B.A. in Digital Marketing | Bellevue College, Bellevue, WA Expected Summer 2026

Relevant Coursework: Digital Marketing Strategy, Social Media Marketing, Marketing Analytics, Capstone I & II

CERTIFICATIONS

- ✓ Advanced Google Analytics ✓ META Blueprint Marketing
- ✓ HubSpot Inbound Marketing ✓ HubSpot Email Marketing
- ✓ SEMrush Content Marketing Fundamentals ✓ TikTok Academy Marketing & Business
- ✓ LinkedIn Marketing Labs Fundamentals ✓ LinkedIn Marketing Labs Creative Strategy
- ✓ Pinterest Advertising Essentials ✓ AI-Powered Shopping Ads (Google)

SKILLS

Social Media Marketing • Content Strategy • SEO & Keyword Research • Email Marketing
Paid Social Advertising • Analytics & Reporting • Copywriting & Blogging • Event Marketing
Canva & Visual Design • AI Marketing Tools • Repurpose.io / Whisper Flow • Microsoft Office Suite
Cross-Platform Campaigns • Brand Storytelling • Project & Priority Management • Client & Stakeholder Mgmt