

MCKENNA CLEMENT

COMMUNICATIONS SPECIALIST

WORK EXPERIENCE

PERSONAL ASSISTANT AND RECEPTIONIST

Canyon Counseling Center | August 2020 - Present

- Manages both phone and email correspondence with patients while maintaining strict confidentiality according to applicable HIPAA laws
- Coordinates the individual schedules of ten therapists
- Performs day-to-day bookkeeping and accounting for the practice in Excel and patient management software
- Establishes strong client relations, using appropriate and professional de-escalation tactics when necessary
- Upholds office policies and boundaries with clients

WRITER, EDITOR AND SOCIAL MEDIA MANAGER

BYU College of Science and Math | May 2019 - July 2020

- Writes and edits news releases, feature stories, and other articles for both print and online publications
- Plans posts and creates content for the College's Facebook, Twitter and Instagram accounts
- Performs weekly reports of mentions and analytics across several media platforms
- Managing editor of print magazine circulated to over 10,000 readers

ALUMNI RELATIONS SPECIALIST AND EVENT PLANNER

BYU Dept. of Chemistry & Biochemistry | Nov 2018 - Aug 2019

- Worked with program director to plan and carry out events for current, prospective and former students
- Assisted recruiting committee in marketing and public relations efforts
- Designed internal and external marketing publications

DIGITAL MARKETING STRATEGY INTERN

Forge Marketing | Aug 2018 - Nov 2018

- Managed and created digital content for multiple clients' social media platforms; assisted in email marketing, content writing, and SEO
- Created personalized social media strategy for six clients and created custom brand guides for them
- Developed the company's client onboarding strategy

INFLUENCER MARKETING INTERN

DevMountain | Dec 2017 - April 2018

- Performed extensive research for potential influencer partnerships within multiple fields of interest
- Strategically drafted messages and tactics to target specific influencers and their audiences
- Curated list of creative social media posts and campaigns to propose to potential influencer partners

ABOUT

I am an experienced communications specialist with years of experience in digital marketing and customer service. I have a natural knack for social media and a diverse set of creative and strategic skills.

EDUCATION

BA PUBLIC RELATIONS
Brigham Young University
2016-2021

PROFESSIONAL SKILLS

Social media strategy
Marketing
Writing
Editing
Google Analytics
Adobe InDesign
Adobe Illustrator
Procreate App
Digital and print design
Market research

PERSONAL SKILLS

Creative spirit
Organized
Time management
Team player
Fast learner
Motivated
Artistic

CONTACT

P: 210-557-5390
E: mckenna.wilson15@gmail.com
W: mckennaclement.com

SOCIAL

@mckennaclement
@honeyandquill