

# MACKENZIE MEYER

## ACHIEVEMENTS

- Featured in **Flanelle Magazine** as Fashion Art Director and Stylist (2022).
- Featured in **Flanelle Magazine** as Fashion Art Director and Photographer (2021).
- One of two students selected to be featured in the Spring Showcase at **Academy of Art University** out of Fashion Art Direction MA class (2022).

## SKILLS

### Conception & Execution

- Creative conceiving
- Shoot production
- Project management
- Budget planning
- Talent management
- Set design
- Product styling
- Post production
- Content development

### Tech

- Photography: Nikon D850 manual shooter
- Social media management: Instagram, Tiktok, Pinterest, Youtube, Facebook
- Adobe Creative Suite: Photoshop, Lightroom, InDesign, Illustrator, Premiere Pro

## EDUCATION

### MA, Fashion Art Direction

2020-2022

Academy of Art University

GPA 3.68

### BS, Family and Child Sciences

2014-2018

Florida State University

## EXPERIENCE

### FREELANCE PHOTOGRAPHER & PRODUCER (2019-Present)

#### Faryl Robin Footwear LLC

- Planned, produced, and shot several product photoshoots to enhance social media and website experience.
- Identified and engaged influencers to increase brand awareness.
- Created videos for instagram reels.

#### Tilson PR

- Hired to multiple projects on behalf of Tender Shack to conceptualized and executed food photography and video content for social channels..

#### Flora Brands

- Planned, produced, captured, and edited product photography for several personal care, home care, and home decor brands.
- Product photography featured in brand channels including amazon.com, flora.co, email newsletters, and social channels

#### Hannah Mae Levy & Montce Swim

- Organized and shot jewelry and swim product photography for brand website and social media platforms.

#### Private Clients

- Captured graduation, engagement, baby, and portrait photography on behalf of an array of private clients.

### FREELANCE SOCIAL MEDIA MARKETING MANAGER (July 2021-March 2022)

#### Vale Food Co

- Ran all social media platforms, increasing overall organic following by 15% over 8 months to 14,000 followers.
- Produced and photographed food and environmental shoots.
- Planned and executed a redesign of their new Miami location.
- Launched several sponsored events to drive foot traffic and build in-store customer engagement
- Managed and recruited new members to marketing team.