

# Mackenzie Meisenheimer

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## Education

### UNIVERSITY OF NORTHERN IOWA | ANTICIPATED GRAD MAY 2020

- Bachelor of Arts in Communication Studies
- Member of the National Leadership and Success Society
- Responsible for the creation of advertising materials including a logo, watermark, letterhead, brochure, Public Service Announcements, and social media posts
- Achieved the UNI Dean's List (5 semesters)
- Research paper accepted into the Undergraduate Honors Research Conference for the Central States Communication Association

## Experience

### UNIVERSITY OF NORTHERN IOWA CAMPUS ACTIVITIES BOARD, CO-PRESIDENT (2019-PRESENT)

- Assisted in oversight of \$160,000 budget
- Supervise executives and oversee all event planning
- Build relationships with other organizations, the community, administration, and student body
- Conduct weekly meetings with all executive members as well as monthly meetings with all CAB members

### IOWA EVENTS CENTER, OPERATIONS INTERN (SUMMER 2019)

- Understood and assisted in scheduling and tasks for day-to-day operations as well as event set-ups and event management
- Gained knowledge on basic budgeting
- Attended meetings to learn effective communication between staff and departments
- Job shadowed multiple different departments

### UNIVERSITY OF NORTHERN IOWA CAMPUS ACTIVITIES BOARD, LIVE! CO-EXECUTIVE (2018-2019)

- Developed strong organizational skills through planning multiple campus wide events
- Worked effectively with artists, managers, agencies, and contracts
- Increased student attendance at live campus events
- Helped balance \$50,000 budget for CAB Live! committee

### UNIVERSITY OF NORTHERN IOWA DANCE MARATHON, MORALE CAPTAIN (2016-2018)

- Managed 30 Dance Marathon members and assisted them in raising funds and awareness for the organization's cause
- Boosted morale throughout Dance Marathon's members
- Recruit members for the organization
- Personally, raised around \$4,000

## Additional Skills

- Basic knowledge of HTML and CSS
- Proficient in Microsoft Word, Excel, and PowerPoint
- Basic knowledge of Adobe Photoshop and Illustrator
- Keen eye for aesthetics and solid understanding of design
- Able to research and analyze data
- Skilled leader in collaboration, delegating tasks, team building, and creating positive group environments