

MAKENNA MARKLEY

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Passionate about empathetic, nonviolent communication. Interested in growth and leadership opportunities. Talented event, marketing, and socials communicator.

EXPERIENCE

NOVEMBER 2022- PRESENT

EVENTS & COMMUNICATIONS DIRECTOR, ORO VALLEY CHAMBER OF COMMERCE

Directed both small and large events for the Chamber with up to 700 guests. Managed communications for the Chamber including but not limited to social media, digital newsletters, press releases, copy writing, and general marketing materials. Increased Instagram engagement 66% in six months and tripled reach analytics. Improved event attendance by about 40% at minor events.

FEBRUARY 2021- PRESENT

RESIDENTIAL ASSISTANT, POINT LOMA NAZARENE UNIVERSITY RES LIFE

Assisted upper cohort students living in apartments and ensured that the community was inclusive. Worked to keep students safe in the midst of the COVID-19 pandemic and organized events that complied with CDC guidelines. Worked under a reduced budget while also planning events that increased resident engagement. Managed student conflict and developed empathetic communication skills.

AUGUST 2019 - PRESENT

POINT RADIO, POINT LOMA NAZARENE UNIVERSITY MEDIA BOARD

STATION MANAGER **AUGUST 2020 - PRESENT**

Coached the four-person student staff team and oversaw their projects through weekly meetings and task delegation. Guaranteed the station's functionality during COVID by advocating for a \$900 budget increase. Acted as liaison between the station and school and managed the station's website to keep it up to date and accessible. Assisted with hiring decisions and training by developing a training manual.

PROMOTIONS MANAGER **AUGUST 2019 – JULY 2020**

Managed station's social media marketing. Improved current brand awareness and event promotions. Worked with the events manager to organize concerts and other events. Increased attendance at concerts by 112% through social campaigns and saw a 400% follower increase. Redesigned the podcast room to increase efficiency and tripled the number of podcasts created with the station.

AUGUST 2020- FEBRUARY 2021

SALES ASSOCIATE, MADEWELL

Assisted customers and ensured that their needs were met on the sales floor. Also assisted with stocking, packaging shipments, and rollouts of new merchandise. Increased sales through upselling and educated new coworkers on more efficient ways to complete tasking.

MAY 2019 - SEPTEMBER 2020

SALES ASSOCIATE, KENDRA SCOTT

Made sure that every customer felt welcome and excited about the environment in the store. Was in charge of the store's culture and worked as a leader to encourage that all associates felt upbeat and positive while at work. Helped organize backstock and kept the offices clean and orderly through regular maintenance. Assisted with events both in store and on location.

EDUCATION

2018 – MAY 2022

B.A. COMMUNICATION, POINT LOMA NAZARENE UNIVERSITY

Current Senior at PLNU studying Communication Studies with a minor in Public Relations. 3.6 GPA average.

2014 - 2018

HIGH SCHOOL GRADUATE, PUSCH RIDGE CHRISTIAN ACADEMY

Graduated with an unweighted 3.9 GPA average, with Honors. Senior Class Secretary and a member of the school's yearbook team, creative writing club, and choir, as well as the founder and president of the school's "Encouragement Club".

VOLUNTEER

2018-2020

PRESIDENT, APPRECIATION ANONYMOUS, POINT LOMA NAZARENE UNIVERSITY

President of on-campus letter writing club. Advocated for budget increase, publicized club, managed meeting times and other necessary items.

2019 - 2020

ALPHA LEADER, ALPHA GROUPS, POINT LOMA NAZARENE UNIVERSITY

Led group of Freshman women on campus. Worked with partner to create program that allowed for relationship development within the resident halls and assisted in hall events.

AWARDS

- PLNU Dean's List: 2018, 2019, 2020, 2021
- PLNU Trustee's Scholarship: 2018-2022
- Communication Department Scholarship: 2019-2020
- PRCA Encouragement Award: 2018

SKILLS

- Nonviolent Communication- 4 years
- Social Media Management- 2 years
- Retail Sales- 4 years
- Customer Service- 4 years
- ADP- 2 years
- Workday- 3 years
- Adobe Audition- 3 years
- Marketing- 2 years