

# MACKENZIE ROSS

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[mackenzieslateross.com](http://mackenzieslateross.com)

## SKILLS

Graphic Design  
Illustration  
Digital Photography  
Videography  
Python  
HTML  
WordPress  
Social Media  
Time Management  
Project Management  
Conflict Resolution  
Problem Solving  
Organization

## SOFTWARE

Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop  
Adobe After Effects  
Adobe Premiere Pro  
Adobe Media Encoder  
Adobe Audition  
Microsoft Word  
Microsoft Excel  
Processing  
Sublime Text

## EDUCATION

### Bachelor of Arts in Journalism

The University of Mississippi  
- With an emphasis in print journalism, a specialization in magazine services and a minor in digital media studies.

## EXPERIENCE

**Media Relations Associate**, Operation Christmas Child  
Samaritan's Purse | Alpharetta, Georgia  
June - December 2019

- Write press releases for local stories of thousands of volunteers across the country
- Pitch and schedule local and national media coverage.
- Monitor and collect data of coverage.
- Compile reports for leadership and national partnerships.

### Editor-in-Chief

The Ole Miss Yearbook | Oxford, Mississippi  
May 2018 - May 2019

- Oversee hiring of student staff members.
- Brainstorm creative content & plan photo, design & writing.
- Work closely with university administration.
- Plan events including distribution of book.

### Social Media & Marketing Coordinator

Come Together: Oxford | Oxford, Mississippi  
January 2019 - April 2019

- Implement marketing strategy to promote annual event
- Plan social media posts and work with student representatives
- Design flyers, t-shirts, billboards and other marketing materials.
- Work throughout event for photo and video coverage for online.

### Summer Design & Layout Editor

The Daily Mississippian | Oxford, Mississippi  
May 2016 - July 2018

- Brainstorm story ideas and create content of the university's weekly campus newspaper.
- Design for print and online.
- Oversee creative direction of special editions.
- Work with local businesses for design of advertisements.