

# McKenzie Song

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## EDUCATION

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Texas Christian University (TCU), Fort Worth, TX 2021-2025  
Bachelor of Science in Design Studies, Summa Cum Laude

## HONORS & DISTINCTIONS

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John V. Roach Honors College  
National Society of Leadership and Success  
Dean's List, College of Fine Arts 2021-2025

## RECOGNITION

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Selected for TCU's Kick A\*\* Juried Exhibition  
- Holly Aguilar, Design Director at Balcom Agency 2024  
- Emma Holland, Art Director at Baker & Bonner Creative Emporium 2025  
Selected to represent the Design Department during NASAD accreditation 2025

## EXPERIENCE

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**Drink at The Well & Hon's Honey, Baltimore, MD** January 2026-Present

*Marketing Assistant*

- Lead social strategy across three brand accounts, driving up to 45% growth in views, generating 2K+ interactions, and increasing audiences by 175+ followers through targeted content
- Concept, shoot, and design visual content across social, email, and web, supporting fundraising initiatives, events, and seasonal promotions
- Partner with Marketing Director to refine brand voice and content strategy while driving retail sales, promotional campaigns, and overall marketing growth

**BASE-K Beauty, San Francisco, CA** October 2025-Present

*Graphic Designer*

- Design digital assets across paid ads, social, email, and web, contributing to 267K+ views, 2.5K+ interactions, and 370+ follower growth over a 90-day period
- Develop campaign and press-driven visuals supporting features in major publications and retail expansion, increasing brand visibility and credibility
- Translate creative direction into cohesive, on-brand assets while expanding visual libraries and leveraging AI tools to support content creation

**MGH, INC., Hunt Valley, MD** June 2024-August 2024

*Creative Intern*

- Designed and supported the production of digital assets, branding materials, and marketing collateral for national clients including Craftsman, bb.q Chicken, and McCormick
- Collaborated on photoshoots, social media campaigns, and video content in a fast-paced agency environment, while participating in client meetings and brainstorming sessions
- Adapted to agency workflows and creative processes, strengthening design and strategic thinking skills

**Mint + Major Boutique, Towson, MD** June 2023-June 2024

*Graphic Designer + Social Media Manager*

- Led visual direction across social, email, and web, elevating brand identity and refreshing digital presence
- Developed, shot, and edited photo and video content for products and models, overseeing campaigns from concept through final execution
- Designed marketing materials and supported promotional strategy to drive retail sales through seasonal campaigns and product launches

## TECHNICAL SKILLS

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**Design & Creative:** Adobe Creative Cloud, Canva, Procreate, Midjourney

**Marketing & Platforms:** Shopify, Klaviyo, Meta Business Suite, Planoly, Squarespace, WordPress

**Content Creation:** Photography, Videography, Copywriting