

McKenzie Song

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Education

TEXAS CHRISTIAN UNIVERSITY

Design Studies, B.S. / Class of 2025 / Fort Worth, TX

Academic Distinctions

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

Scholarships

Faculty Scholarship | 2021-2025
Jeanne & Nowell Donovan Scholarship | Fall 2023
TCU Internship Scholarship | Summer 2024

Recognition & Exhibitions

Entries selected for TCU's Kick A** Juried Exhibition
Holly Aguilar, Balcom Agency (2024)
Emma Holland, Baker & Bonner Creative
Emporium (2025)
Selected by faculty to represent Design Department
during NASAD accreditation process (2025)

TECHNICAL SKILLS

- Adobe Creative Suite
- Procreate
- Shopify
- Photography
- Illustration
- Creative Writing

Affiliations

KAPPA ALPHA THETA | 2021 - PRESENT

Sorority Member / Fort Worth, TX

- Design merchandise, social media content, and event materials to support elected members.

DIVERSITY, EQUITY, INCLUSION | 2021 - 2023

Board Member / Fort Worth, TX

- Received and approved grants proposed by the faculty in TCU's College of Fine Arts as the sole undergraduate representative.

Experience

MCKENZIE SONG DESIGN | 2021 - PRESENT

Founder / Baltimore, MD / Fort Worth, TX

- Recognize a demand for custom branding and design solutions for various industries and events.
- Develop and deliver branding, social media, photography, advertising, and illustration services.
- Create custom deliverables for holidays, birthdays, and events, leading to increased client referrals.

MGH, INC. | 2024

Creative Intern / Hunt Valley, MD

- Sought hands-on experience in a fast-paced agency setting to develop creative and strategic skills.
- Collaborated with the creative team on photoshoots, social media branding, videography, and marketing initiatives for clients such as Craftsman, bb.q Chicken, and McCormick.
- Adapted to agency workflow, applying design and marketing skills while gaining industry experience.

MINT + MAJOR BOUTIQUE | 2023 - 2024

Graphic Designer + Social Media Manager / Towson, MD

- Identified inconsistent branding and digital content across social media, emails, and website.
- Led rebranding initiative through Instagram feed, emails, website updates, and content direction.
- Increased Instagram reach by 63.5% in first month, reaching 18.7k non-followers.

KATHERINE JEZEK DESIGN | 2021 - 2023

Assistant / Dallas, TX

- Aimed to gain hands-on experience in the event and wedding industry to enhance skills in print design.
- Collaborated on design and construction of custom wedding invitations and branded merchandise.
- Gained insight into event industry while enhancing client experience through high-quality craftsmanship.