

Mckenzie Post

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Work Experience

CNBC Events & Councils Intern

Jun 2026 – Aug 2026

CNBC/Versant

- Created marketing, communications, and social media content supporting CNBC Events & Councils programming, executive membership engagement, and audience growth.
- Supported the planning, setup, and execution of CNBC x Boardroom's *Game Plan* at Fanatics Fest, assisting with event logistics, executive seating, and onsite operations for speakers including LeBron James, Michael Rubin, and Lindsey Vonn.
- Proactively identified a gap in executive membership tracking and developed a centralized system to monitor C-suite leadership changes, member data, and organizational information.
- Developed and presented a strategic branding analysis to leadership, identifying opportunities to strengthen brand consistency, marketing effectiveness, and audience engagement.

Senior Marketing and Communications Intern

August 2024 - April 2025

Stony Brook Career Center

- Developed marketing content, including articles, newsletters, email campaigns, and promotional materials distributed to more than **25,000 students**.
- Managed and executed email marketing campaigns using Mailchimp, leveraging engagement analytics to optimize messaging and increase awareness of university events and services.
- Produced, edited, and analyzed more than **10,000 photos** while creating short and long-form video content for digital marketing and social media campaigns.
- Collaborated with a team of communications interns to develop integrated marketing campaigns across email, social media, and university communications.

Marketing Communications Assistant

Feb 2024 - Jun 2024

Stony Brook Career Center

- Supported the development and distribution of email campaigns, newsletters, flyers, and promotional materials across multiple communication channels.
- Maintained editorial content calendars and coordinated marketing deliverables to ensure consistent messaging across campaigns.
- Assisted with planning, marketing, and logistics for career fairs, employer events, and workshops, contributing to a **20–30% increase** in event registrations.

Assistant Audience Engagement Manager

Sep 2022 - May 2023

The Statesman

- Developed audience engagement initiatives to increase readership and strengthen community interaction across digital platforms.
- Created and distributed weekly newsletters to improve audience retention and communication.

Journalist

Aug 2021 - May 2025

Stony Brook Media Group

- Served as a live host and anchor for Stony Brook's annual **Roth Regatta Live!**, reaching thousands of attendees and viewers.
- Reported, wrote, filmed, edited, and produced multimedia news stories for broadcast and digital audiences and published content across **regional media outlets**.
- Researched stories, conducted interviews, and covered campus and community events while exercising editorial judgment and meeting newsroom deadlines.

Education and Organizations

Stony Brook University

Master of Business Administration (Marketing)

May 2026

Bachelor of Arts in Journalism, Concentration in Diversity and American Society -*SOCJ Dean's Scholar*.

May 2025

Society of Professional Journalists (SPJ)

New York Women in Communications (NYWICI)

Skills

Communications, Content & Editorial

Corporate Communications, Marketing Communications, Content Strategy, Copywriting, News Writing, Digital Storytelling, Social Media, Audience Engagement, Brand Strategy, Content Creation, Video Production, Project Management

Analytics & Software

Mailchimp, Microsoft Excel, Microsoft Office, Canva, Adobe Premiere Pro, Adobe Photoshop, Adobe Creative Cloud, Sony Vegas Pro, Salesforce, Sailthru, Bizzabo, Market Research, Analytics