

Mackenzie Anderson

SUMMARY

Passionate and successful at boosting brand awareness, marketing effectiveness and bottom line profitability with effective management of day-to-day social media presence and special projects. Expert communicator with personable and highly articulate style. Attentive to dynamics of different products and markets.

EXPERIENCE

Solidcore - Solidcore Coach

Bismarck, ND • 08/2023 - Current

- Created individualized plans and monitored progress of athletes towards set objectives.
- Organized and implemented training sessions, drills and exercises to improve technique, agility and strength.
- Encouraged players with positive reinforcement during game play or practice sessions.
- Communicated effectively with parents, administrators, officials, media personnel and other coaches regarding team activities or concerns.

Out Of Town - Model

Bismarck, ND • 07/2023 - Current

- Attended photoshoots and modeled garments for catalogues, magazines, websites, and other print media.
- Collaborated with photographers to create poses that best showcased products or concepts while maintaining a professional demeanor.
- Developed creative ideas for photo shoots that highlighted the clothing in an attractive manner.
- Created unique poses and expressions to capture attention from viewers.
- Demonstrated a variety of looks such as casual, dressy, sporty. during photoshoots.
- Followed instructions given by photographer or art director during photoshoots.

The Mason Jar Boutique - Merchandising Associate

11/2022 - 01/2023

- Provided positive shopping experience, employing conflict resolution skills when problems arose.
- Oversaw receiving and display of incoming products, meeting planned promotions

CONTACT

Mackenziepaige22@yahoo.com
701-566-3730
Bismarck, ND 58554

SKILLS

- Appointment Confirmation
- Meeting Preparation
- Patient Appointment Management
- Social Skills
- Security Awareness
- Travel Planning
- Digital Marketing
- Buying Trends
- Clothing Modeling
- Socially Perceptive
- Performance Monitoring

EDUCATION AND TRAINING

High School Diploma
Fargo North High School
Fargo, ND • 05/2022

and seasonal rotation for sales events.

- Worked closely with individual customers to identify unique needs and supply appropriate products.
- Monitored inventory changes and ordered replenishments for stock to support customer demand.

Fargo Park District - Lifeguard

05/2019 - 08/2022

- Learned and maintained proficiency in first responder skills such as First Aid and CPR to offer individuals in distress optimal support.
- Provided friendly customer service to guests and addressed concerns.
- Monitored safety of guests in and around swimming pool.
- Attentively monitored swimmers to identify distress.
- Responded to patron incidents in professional and timely manner.

Urban Edge Salon & Spa - Receptionist

01/2020 - 08/2021

- Greeted incoming visitors and customers professionally and provided friendly, knowledgeable assistance.
- Confirmed appointments, communicated with clients, and updated client records.
- Kept reception area clean and neat to give visitors positive first impression.
- Answered phone promptly and directed incoming calls to correct offices.
- Responded to inquiries from callers seeking information.
- Resolved customer problems and complaints.
- Managed multiple tasks and met time-sensitive deadlines.
- Corresponded with clients through email, telephone, or postal mail.

ACCOMPLISHMENTS

DECA President in High School