

Makayla Harrow

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Permanent Address
2015 Roosevelt Road
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EDUCATION

Marquette University

Milwaukee, Wisconsin

B.S in Business Administration, Major in Marketing, Minor in Public Relations Aug. 2020 – May 2024

- Honors – Leonard G. Maske Scholarship and Ignatian Scholarship
- Peer Mentor – actively led and supported students in the College of Business and Administration
- Campaign Manager – responsible for 2021 and 2022 Student Government election operations

EXPERIENCE

RW Baird

Milwaukee, Wisconsin

Social Media Marketing Intern

May 2023 – Present

- Facilitated in the scheduling, coordination of content, campaigns, community management, and reporting of corporate social media functions and initiatives.
- Aided in the establishment of several social media reporting templates for the firm including monthly corporate social reports and campaign reports.
- Supported FMG Suite media tool and taught social media best practices to financial advisors.
- Researched and produced a competitive analysis on how brands in the financial industry optimize their social media presence and presented recommendations with quantified opportunity potential.

Marquette University Student Government

Milwaukee, Wisconsin

Communications Vice President

May 2023 – Present

- Created a Branding and Communication Framework, press releases, and social media templates.
- Developed crisis response statements and social media governance.
- Collaborated with 9 team members to advise in graphic design, multimedia, and public relations.

Mashuda Hall, Marquette University

Milwaukee, Wisconsin

Resident Assistant

January 2022 – Present

- Customized programs for residents to foster community growth and enrichment for over 30 residents each year.
- Directed the social media of Mashuda Hall, an audience of approximately 450 students.

Marquette University Student Government

Milwaukee, Wisconsin

Chief of Staff

October 2021 – May 2023

- Planned and strategized financial functions to ensure that student body organizations would have funding for club activities.
- Supervised team that that voted on the funding for student organizations while leading funding meetings.

The Gathering of Southeast Wisconsin

Milwaukee, Wisconsin

Marketing Intern

September 2021 – May 2022

- Managed social media accounts and created content for Facebook and Instagram.
- Analyzed traffic patterns to discover trends in platform activity and consumer engagement.
- Conducted market research for the development of brand voice while ensuring alignment with brand guidelines and social media strategy.

Marquette University Academic Senate

Milwaukee, Wisconsin

Student Liason

August 2021 – May 2022

- Contributed to the review of University bylaws to bring positive change to the student body.

VOLUNTEER ACTIVITIES

The Gathering of Southeast Wisconsin

Milwaukee, Wisconsin

Meal Program Volunteer

October 2021– Present

Adult Learning Center

Milwaukee, Wisconsin

GED Tutor

January 2021 – May 2021