



# MACKENZIE J. LYNG

626.399.2881

[milyng@crimson.ua.edu](mailto:milyng@crimson.ua.edu)

[www.linkedin.com/in/mackenzieilyng/](http://www.linkedin.com/in/mackenzieilyng/)

## EXPERIENCE

**Staff Writer/Design Team Member** | August 2015-Present  
**Platform Magazine, Tuscaloosa, AL**

- Key contributor on fast-paced editorial, design and marketing team to create editorial calendar and daily content for business-focused online publication
- Generate/pitch story ideas on editorial team
- Write/edit multiple feature articles
- Write and edit business-focused blog posts
- Pitch original blog content to national online publications
- Conduct primary and secondary research for article subjects and blog topics
- Source / manage visual content for blog posts and articles on WordPress site

**Public Relations Consultant** | May 2015-August 2015  
**Alma & Co., Atlanta, GA**

- Closely collaborated weekly with company leadership to plan and execute editorial calendar and content in alignment with company sales objectives
- Wrote/edited/posted content for company blog
- Provided original photography/design to accompany blogs
- Generated social media content for Facebook, Twitter, Instagram, Pinterest and Tumblr
- Managed daily updates for company's WordPress website
- Generated local and national Media List
- Networked to recruit industry blogger content on Alma & Co. blog

**Publicity Writer / Event Planner** | January 2014-February 2015  
**Black Warrior Film Festival, Tuscaloosa, AL**

- Key publicity team member for prominent Southeastern student Film Festival
- Interviewed / wrote news features highlighting festival's prominent filmmakers
- Wrote promotional press/news releases for various publications
- Generate social media content on Facebook, Instagram and Twitter
- Organized festival events

## EDUCATION

**B.S. Public Relations, University of Alabama, Tuscaloosa** | December, 2015  
Minor in Political Science and Spanish

**Flintridge Sacred Heart Academy, Los Angeles, CA** | June 2011

## SKILLS

- Outstanding Business Acumen and Alignment
- Superior Writing Skills - Social Media Content, News / Feature Writing, Press Releases, Blogging
- Outstanding Presentation / Public Speaking Skills
- Outstanding Creative / Design and Photography Skills (MMJ)
- Communications Planning / Execution
- Event Planning / Execution
- Research / Data Analysis and Measurement
- Computer Applications - Microsoft Office Suite, Google Drive, Microsoft Publisher, Microsoft Access, Pages, Keynote, OS X, iOS, Adobe Creative Suite (Photoshop, Illustrator, InDesign,) WordPress, Dreamweaver, Basic HTML, Hootsuite, Asana, Qualtrics, Dropbox, SL Pro
- Spanish – Fluency in reading, writing and speaking
- AP Style expertise

## PROFESSIONAL COURSEWORK

- News and Feature Reporting
- Public Relations Writing
- PR Campaigns
- Journalism
- Magazine Writing
- Visual Communication
- Legal Environment of Business
- Public Policy
- International Relations
- Public Speaking

## HONORS / AFFILIATIONS

- UA Dean's List
- PRSSA