

McKenzie Pendergrass

Social Strategist | Copywriter

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Summary

I build and execute social media plans for clients in sectors including health, tech, news, and lifestyle. I write and edit social and email content on accelerated timelines and utilize my knowledge of industry trends to produce engaging copy.

Work Experience

Freelance Social Media Strategist

Remote, January 2023 to Present

- Supported Google events such as I/O and DevFest through analyzing campaign briefs in order to write 100+ social media posts and create visual assets for Twitter, LinkedIn, YouTube, and Instagram [ASG @ Google]
- Edited content calendars, drafted social media posts in order to supply a copy bank for holidays year-round [CBT Nuggets]
- Created a simple, accessible website to increase online presence and encourage online donors [local nonprofit]

Social Media Editor

Dotdash Meredith, October 2020 to January 2023

- Grew Verywell Family Instagram account from 0 to 120K followers in 18 months through organic and paid media strategies
- Launched, conceptualized, filmed, and edited TikTok videos for Verywell Mind, capitalizing on trending sounds, hashtags
- Created multiple social media series and designed creative assets for Verywell Family that maintained an average 10% engagement rate
- Tracked analytics and crafted weekly, monthly reports to share with editorial, performance marketing, and sister brands
- Mentored junior social media editors across Dotdash Meredith

Distribution Editor

Insider, Inc., February 2019 to October 2020

- Developed original distribution strategies to maximize engagement and reach for Facebook and Twitter
- Created news alert strategy, pitched content, and wrote breaking news copy, growing traffic by 345% from April 2019 to January 2020
- Managed three direct reports in short-term and long-term development leading to successful promotions
- Originated sharing strategy behind Insider's weekend social plan, crafting processes that were standard in the newsroom
- Worked in tandem with newsroom to execute social strategy for live events including political debates

Distribution Producer

Insider, Inc., May 2017 to January 2019

- Developed best practices for social copy and packaging that was used as standard across the newsroom
- Ensured 60+ Facebook pages and 20+ Twitter pages published content around the clock
- Tracked Google Trends to provide a daily report to the newsroom that led to highly engaged stories on social media
- Monitored comments and mentions across distribution channels, engaging with readers and promoting conversation

Social Media Editor

Meredith Corporation, January 2017 to May 2017

- Strategized social media campaigns to develop engagement on Facebook and Pinterest
- Crafted a sharing strategy for holiday content that optimized MORE.com stories and social graphics
- Tweeted live events, including awards shows, for MORE.com

Trending Team Intern

Meredith Corporation, August 2016 to January 2017

- Pitched and wrote trending celebrity content and strategized social media campaigns for Facebook and Pinterest
- Used Photoshop and Canva to create social graphics and edit freelance images and copy for Better Homes & Gardens

Education

University of Missouri, Columbia

Bachelor of Journalism, magazine writing
Cum Laude
Honor's College graduate

Sciences Po

Certificate of Journalism
Reims, France