

# McKenna Meinhard

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(515)-509-5664 | meinhard@uni.edu

## Education

### UNIVERSITY OF NORTHERN IOWA

ANTICIPATED MAY 2022

- Bachelor of Arts in Marketing
- 3.4/4.0 Cumulative GPA

## Experience

### UNI ADDITIVE MANUFACTURING CENTER

MAY 2020- PRESENT

*Marketing Assistant*

- Write press releases about projects at the center
- Coordinate social media platforms
- Create fliers using Canva
- Collaborate with the IT intern to update website content
- Construct email blasts using Mailchimp

### UNI DEPARTMENT OF RESIDENTS

AUGUST 2019- PRESENT

*Resident Assistant*

- Guide first year students with acclimating to college
- Coordinate social media for the residence hall to promote events using Hootsuite
- Create fliers using Canva and foster word of mouth communication to inform residents of events
- Assess community needs and wants to determine relevant programs
- Respond to crisis events as a part of an on call rotation
- Collaborate on a team of 8 resident assistants to create a safe and inclusive environment in the hall

### RIVERSIDE BIBLE CAMP

SUMMER 2017-2019

*Counselor*

- Supervised kids ages 8 to 14 overnight for 5 days at a time
- Executed and created curriculum for students

### ACCURA HEALTH CARE

JANUARY - MARCH 2018

*Video Series*

- Filmed and edited video series to promote the nursing home to potential clients
- Contacted and interviewed clients for video content
- Created video content using iMovie including the story board and interview questions

## Activities

### UNI ENTREPRENEURSHIP CLUB

APRIL 2019 - PRESENT

*Member*

- Network with business owners around the Cedar Valley
- Marketed the Iowa College Entrepreneurs Event
- Participated in business workshop program to gain information on starting and marketing a small business

### WOMEN IN BUSINESS

OCTOBER 2018 - MAY 2019

*Member*

- Gained experience by networking with business professionals at educational meetings
- Participated in community outreach volunteer opportunities