


KALENE "KALI" MACKEY

 www.linkedin.com/in/kalimackey

 kmackey093@gmail.com

 7447 Mill Rd, Rockford, IL

 815-742-8012

 @scritchowl

ABOUT ME

I am a recent graduate looking for opportunities to broaden my experiences, find the right career path, and pursue my passions. Today, that has brought me to apply for this opportunity. Type 1 Diabetic, game enthusiast, amateur herpetologist.

SKILLS

- Adobe Suite
- Creative Writing
- Web Design & Maintenance
- Graphic Design
- Research
- Strong Written & Verbal Communication
- Problem-Solving

EDUCATION

NORTHERN ILLINOIS UNIVERSITY

Bachelor of Science: Art and Time arts

MINOR IN ESPORTS INDUSTRY PROFESSIONS
2020 - 2023

ASSOCIATE OF ART

Rock Valley College
2016 - 2019

EXPERIENCE

EVENT COORDINATOR / WEBSITE MANAGER

Pig Minds Brewing Co. | 2022 - Present

- Created and implemented a system to organize, retain, and market events. This included marketing materials, new and updated web pages, and QR code implementation.
- Overhauled brewery website to update event flow & organization. Kept website updated and relevant.

SOCIAL MEDIA MANAGER / DESIGN ASSISTANT

Astute Web Group | 2020 - 2022

- Created branded graphics and original copy to post on Facebook, Instagram, and LinkedIn. Researched trends & business jargon to create posts that would be informative, yet approachable.
- Wrote original copy based on brands, companies, and small businesses' core values to increase web traffic.

BARISTA

Starbucks | 2019 - 2022

- Crafted drinks, served customers, providing a high standard of customer service in an ever-changing work environment.
- Helped solve any customer issues that arose to ensure a positive experience and speed of service.