

# McKenna Dolan

**Social Media • Marketing • Graphic Design**

Kingston, PA (Open to Relocation)  
(570) 899-4000 • mckennadolan34@gmail.com  
LinkedIn: [linkedin.com/in/mckenna-dolan](https://www.linkedin.com/in/mckenna-dolan)  
Portfolio: [mckennadolan.com](https://mckennadolan.com) • Behance: [behance.net/mckennadolan](https://www.behance.net/mckennadolan)

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## Professional Summary

Creative marketing professional with **6+ years of experience** across social media management, graphic design, and brand storytelling. Proven ability to grow engagement, support product launches, and translate strategy into high-performing visual content. Known for trend awareness, strong visual taste, and a business-minded approach to creative work.

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## Core Skills

### Social Media & Digital Marketing

Social Media Strategy • Content Planning & Calendars • Community Management • Campaign Execution • Social Media Analytics • Performance Reporting • Influencer & Creator Partnerships • Short-Form Video (Reels, TikTok) • Trend Research • Brand Voice Development

### Design & Creative

Adobe Creative Cloud (Photoshop, Illustrator, InDesign) • Figma • Brand Identity Systems • Visual Storytelling • Packaging Design • Digital & Print Production • Layout & Typography • Motion Basics (Social Animations)

### Marketing Operations

Email Marketing (Mailchimp / HubSpot) • CRM Fundamentals • Cross-Functional Collaboration • Campaign Coordination • Asset Management • Go-To-Market Support

### Professional Strengths

Time Management • Clear Written Communication • Stakeholder Coordination • Adaptability • Creative Problem-Solving

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## Professional Experience

### Marketing Coordinator | SurePeople

*Chicago, IL | December 2024 – August 2025* - Developed and executed multi-channel marketing campaigns across social, digital, and print platforms - Designed branded assets and content to support product launches and ongoing marketing initiatives - Partnered with cross-functional teams to ensure consistent messaging and visual alignment - Tracked performance metrics and optimized content based on engagement and campaign results

### Marketing & Membership Coordinator | Active Wellness

*Kingston, PA | August 2024 – December 2024* - Managed day-to-day social media presence, including comments, DMs, and community engagement - Created promotional content to drive membership sales and brand awareness - Supported digital marketing efforts across website, email, video, and social platforms

### Front Desk & Web / Graphic / Marketing Designer | Vive Health & Fitness

*Kingston, PA | September 2023 – August 2024* - Created graphics for print and digital use, including flyers, brochures, logos, and social media assets - Assisted in planning and executing marketing strategies to increase brand visibility - Supported website updates and promotional campaigns across platforms

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## Education

### Bachelor of Arts in Digital Design & Media Arts

Wilkes University, Wilkes-Barre, PA | 2022 – 2024

Magna Cum Laude

### Marketing (Coursework)

Fairfield University, Fairfield, CT | 2019 – 2021

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## Awards

Outstanding Achievement in Media, Art, & Design Award

Wilkes University – Integrative Media Department

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## Portfolio

[www.mckennadolan.com](http://www.mckennadolan.com)