Makyna Gallinger

Makyna lives life with a passion for business, organization, relationships, and an accompanying drive for excellence in all areas. She has diverse a skill set that effectively adds additional value to an organization. She seeks to understand, value, and deepen each and every organization's culture through encouragement and team building.

Skills

- ❖ Photography
- ❖ Videography
- ❖ Video-Editing
- ❖ Web-Design
- ❖ Social Media Marketing
- ❖ Social Media Strategy
- ❖ Copy-Editing

- ❖ Canva, Canva Pro
- ❖ Adobe CC (Premiere Pro, Lightroom, Photoshop)
- ❖ Tiktok
- ❖ Instagram
- ❖ Facebook
- ❖ LinkedIn

Education

San Joaquin Delta College 2021-2022
CSU Sacramento State 2023-2025

Get in touch

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Experience

#SS4EDU
November 2023/ Present

- Planned, created, and executed social media content creation across multiple social platforms.
- Created a consistent brand across multiple social media platforms.
- Build user engagement and create community for school districts.

FREELANCE SOCIAL MEDIA MANAGER
March 2019/Present

- Created, pitched, and executed multi-channel social media content strategies that built brand awareness, increased engagement, and inspired audiences to act.
- Wrote and edited a broad range of SEO-rich content for digital publication, including blog posts, video scripts, website content, social media posts, and photo captions.
- Introduced new concepts in audio, product styling, and editing to position company as a content innovator.

DIGITAL MEDIA SOCIAL MEDIA INTERN
May 2022 | March 2023

- Partnered with content manager to develop data-driven social strategies that aligned with marketing objectives.
- Captured and edited still images and video content for publication across the company's social media channels.
- Collaborated with creative, marketing, and production teams to develop top-quality, engaging content that spoke to the brand's voice and vision.

REFERENCES UPON REQUEST