

McKenna Buchanan

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Education	Marquette University, Milwaukee, WI	Expected Graduation: May 2026
	Bachelor of Science in Business Administration	Major GPA: 3.6/4.0
	Major: Marketing	
	Relevant Coursework: Digital Marketing, Marketing Research, Retail and Channel Strategy, Strategic Brand Management, Marketing Management, Public Relations, Advertising.	

Professional Experience	Vickie's Place, McHenry, IL	May 2025 - August 2025
	Server	
	- Managed multiple tables and orders simultaneously with accuracy, demonstrating strong organizational and time-management skills. - Built strong guest relationships through attentive service and personalized dining experiences. - Maintained a clean and organized workspace while adhering to food safety and sanitation standards. - Supported special events and large parties, coordinating with staff to deliver efficient and professional service. - Delivered exceptional customer service by anticipating guest needs, resolving concerns promptly, and ensuring a positive dining experience.	
	My Flavor It! Place, Wauconda, IL	March 2022 - August 2024
	Social Media Marketing Manager	
	- Managed social media accounts, ensuring consistent branding and messaging across all channels. - Created and implemented marketing strategies for product promotions, driving customer engagement and brand growth. - Conducted research to analyze customer preferences and competitor activities, informing content creation. - Created video and graphic design content for social media platforms, increasing brand visibility. - Analyzed social media metrics to evaluate campaign performance and optimize marketing strategies.	

Campus Involvement	Membership Committee	February 2023 - Present
	Sigma Kappa Sorority, Marquette University	
	- Organized and executed volunteer events for Alzheimer's awareness, actively contributing to the organization's fundraising efforts and mission. - Demonstrated effective leadership by overseeing event responsibilities and fostering teamwork. - Strengthened sorority's brand image by developing and sharing engaging content that aligned with chapter values.	
