

# McKenna Buchanan

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<b>Education</b>	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, Retail and Channel Strategy, Strategic Brand Management, Marketing Research, Public Relations, Advertising.	

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<b>Professional Experience</b>	Vickie's Place, McHenry, IL	May 2025 - August 2025
	Server	
	<ul style="list-style-type: none"><li>Managed multiple tables and orders simultaneously with accuracy, demonstrating strong organizational and time-management skills.</li><li>Built strong guest relationships through attentive service and personalized dining experiences.</li><li>Maintained a clean and organized workspace while adhering to food safety and sanitation standards.</li><li>Supported special events and large parties, coordinating with staff to deliver efficient and professional service.</li><li>Delivered exceptional customer service by anticipating guest needs, resolving concerns promptly, and ensuring a positive dining experience.</li></ul>	
	My Flavor It! Place, Wauconda, IL	March 2022 - August 2024
	Social Media Marketing Manager	
	<ul style="list-style-type: none"><li>Managed social media accounts, ensuring consistent branding and messaging across all channels.</li><li>Created and implemented marketing strategies for product promotions, driving customer engagement and brand growth.</li><li>Conducted research to analyze customer preferences and competitor activities, informing content creation.</li><li>Created video and graphic design content for social media platforms, increasing brand visibility.</li><li>Analyzed social media metrics to evaluate campaign performance and optimize marketing strategies.</li></ul>	

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<b>Campus Involvement</b>	Membership Committee	February 2023 - Present
	Sigma Kappa Sorority, Marquette University	
	<ul style="list-style-type: none"><li>Organized and executed volunteer events for Alzheimer's awareness, actively contributing to the organization's fundraising efforts and mission.</li><li>Demonstrated effective leadership by overseeing event responsibilities and fostering teamwork.</li><li>Strengthened sorority's brand image by developing and sharing engaging content that aligned with chapter values.</li></ul>	

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