

# ISHMAEL MCKINNEY

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PORTFOLIO

## EDUCATION

### **Bachelor of Science**

#### **Organizational Leadership:**

#### **Completed Spring 2016**

College of Education and Human Services  
Wright State University, Dayton, OH

### **Master of Science**

#### **Entertainment Business:**

#### **In Progress**

Full Sail University, Winter Park FL

## SKILLS

- Adobe Creative Suite
- Microsoft Office Suite
- Canva
- Concur
- Sprout Social
- Hootsuite Social Marketing Certification
- Google Analytics Certification for Beginners

## COMMUNITY SERVICE

**NUPES Go Pink**-Fundraising for Dayton Breast Cancer Foundation and the Dayton Artemis Center

**Special Olympics Greater Dayton**-Assist with the Spring Track and Field and fall Bowling Events

**East End Community Center**-Collaborated to host a youth Stop The Violence Block Party

## EXPERIENCE

### **Digital Audience Specialist**

#### **Cox Enterprises (August 2019 - Present)**

- Curate and present digital-first content that appeals to an increasingly mobile and social audience
- Work with Content teams to ensure immediate social media and mobile presence (SMS, push alerts, apps) during breaking news and severe weather, assisting as necessary
- Identify and implement compelling ways to feature content on mobile site and app, with a focus on the relationship between social and mobile
- Demonstrate ability to generate digital graphics and work in video editing
- Review and analyze metrics to inform daily content and strategy decisions

### **Production Assistant**

#### **Dayton Access Television (December 2017 - Present)**

- Assist during the production process, performing numerous tasks as needed including distributing production schedules, coordinating between producers and ensuring adequate material availability.
- Facilitate production efficiency by reviewing orders and resource allocation and revising production schedules when necessary.
- Perform scheduled quality checks, inspections, and tests at the end of each production cycle by examining equipment.
- Clean and maintain production area daily according to established safety ordinances and documented standards.

### **Solutions Intern**

#### **We Buy Black ( 2019)**

- Collect quantitative and qualitative data from marketing campaign
- Assist in marketing and advertising promotional content (e.g. social media, direct mail and web)
- Prepare promotional presentationsHelp distribute marketing materials
- Manage and update company database and customer relationship management systems (CRM)

### **Field Agent, adidas**

#### **Arch Rival Agents (February 2017 - January 2018)**

- Ensure visual excellence by bringing the adidas brand to life at retail through ensuring flawless product placement and storytelling across different departments and categories
- Increase sell-through of adidas footwear, apparel and accessories by promoting product on site and educating customers of adidas products
- Execute and train merchandising guidelines and visual presentations standards to store so brand integrity is maintained