

mamckenna1@gmail.com ||
maggie-mckenna.com ||
804.380.0276 ||

Maggie McKenna

Advertising & Strategy

TAXI

October 2016 — July 2017
Insights Analyst (Contract Role)

Paragon Casino Resort | Co-led strategic development and creative briefings with the Director of Strategy for the casino's brand refresh; conducted secondary research to develop market and consumer insights to present to clients.

Tasty Bite | Co-led client strategy work session and wrote the creative brief for the brand's first print advertising campaign in 20 years. Compiled quarterly digital and social media sentiment reports to be distributed to the client.

Insurance Collective Group | Interviewed current insurance employees about why they chose that career path to help insurance companies better recruit Millennials and to help TAXI creatives develop work around recruitment.

MAX by Maxwell House | Reached out to influencers about the MAX product launch. Compiled and distributed quarterly sentiment reports for promoted MAX ads on social media.

TAXI Newsletter | Developed, wrote and distributed TAXI's monthly culture, category and digital newsletter to clients.

MWR Strategies

May — October 2016
Freelance Strategist

Worked with the firm's president to synthesize 20 years of qualitative & quantitative data to better understand the American public; the work will be used in a forthcoming book about the 2016 election.

Noble People

June 2015 — March 2016
Communications Strategist

Honest Tea | Used digital syndicated research tools such as MRI, Mintel and Kantar to help Honest Tea develop their 2016 communications plan.

Anki Overdrive | Wrote the discussion guides for Noble People's first focus groups for Anki, helping the brand expand beyond the holiday gift season.

Previous Work

Brooks Brothers

June 2012 — August 2013
Store Operations Coordinator

Delivered store communications to regional managers and store associates. I also processed made-to-measure orders and worked on Brooks Brothers' Brand Education sessions.

Missing Piece Group

July 2010 — December 2011
Publicity & Marketing Coordinator

Developed marketing & PR plans focusing on public & non-commercial radio for artists including Marc Cohn, Vanessa Carlton, Ivan & Alyosha & Ellie Goulding.

Education

VCU Brandcenter

2013 — 2015
Master's in Business, Concentration in
Communications Strategy

Projects | Producing a short documentary on barbershop singers, investigating Millennial attitudes towards finance, rebranding Hershey's

Fordham University

2004 — 2008
Bachelor's of Arts,
Communications & Media Studies

Ask Me About

Driving the original Route 66 || Film photography || Trying out for (and getting cut from) "American Idol" || Creating, writing for and running a Bruce Springsteen social media fan site