



## Profile

I am a bold and passionate creative who specializes in social media marketing and branding while managing and marketing my own photography business. I currently produce lifestyle content on YouTube and Instagram and curate engaging and aesthetic content for Square Peg Marketing & Branding's social channels.

## Contact



(913) 952 8855



[mallorie.mcbride@yahoo.com](mailto:mallorie.mcbride@yahoo.com)



[www.malloriemcbride.com](http://www.malloriemcbride.com)



[@malloriemcbride](https://www.instagram.com/malloriemcbride)



[@mcbridephotography](https://www.instagram.com/mcbridephotography)

## Skills

- Adobe Lightroom
- Adobe Photoshop
- Adobe Premiere
- Adobe InDesign
- Major Social Platforms
- Microsoft Suite
- Instagram Insight Analytics
- Facebook Page Analytics

## Education

The University of Kansas  
Journalism Major  
Business Minor

# Mallorie McBride

*marketer • social media strategist • photographer*

## Experience

### Square Peg Marketing & Branding, LLC

Social Media Manager & Photographer • August 2019 - Present

- Manage and oversee Square Peg's personal profiles using content calendars and scheduling platforms.
- Curate, plan and execute social content for approximately 15 Square Peg clients including realtors, life coaches and local businesses.
- Photograph and design content utilized for web and marketing materials.
- Work closely with clients to establish a brand identity and brand voice.
- Increased Square Peg's social media following by 11.71% thus far.

### SaRA Health

Social Media Manager • July 2018 - May 2019

- Spearheaded all social media platforms (Twitter, Instagram, Facebook and LinkedIn).
- Worked closely alongside founders of SaRA to generate an informative, personable and enticing online social presence.
- Created over 100 visual graphics, marketing videos and photographic content utilized by all social media accounts.
- Increased social media following by 198%.

### URBN (Anthropologie, Free People, Urban Outfitters)

Photo & Blog Intern • June 2019 - August 2019

- Executed both photo and writing for a wide variety of on campus events including: intern program events, executive chats, creative workshops, gallery & art openings, and URBN markets.
- Executed both photo and writing for a wide variety of blog stories on URBN's internal site including: brand collaborations & product launches, employee, intern, & dog interviews, charitable partnerships, and culture & history.
- Assisted in creating imagery and copy for internal communication email campaigns.

### Kappa Alpha Theta - Kansas Kappa Chapter

Online Media Director • December 2017 - December 2018

- Successfully generated a positive and influential social media image and presence across multiple social media platforms.
- Communicated digitally with current and former members.
- Accurately represented Kappa chapter values online.
- Increased social media following by 26%.

### Charlie Hustle Clothing Co.

Brand Ambassador • August 2017 - December 2018

- Reliably worked alongside a team of three to help strategize and execute promotional materials and social media contests, including giveaways, primarily through Instagram and Facebook.
- Organized promotional events at local establishments throughout the city of Lawrence.
- Developed and performed photography skills related to marketing materials.