

# Makenna Nystedt

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## PROFILE SUMMARY

Driven and resourceful Master of Science in Marketing (MSM) student with a strong foundation in management and marketing with experience in team leadership, developing social media content, collaborating with cross-functional teams, and planning and executing events. Known for strategic solution-oriented approaches, demonstrated through academic projects and professional experiences, including leading marketing campaigns and creating marketing materials for community members.

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## EDUCATION

### Masters of Science in Marketing

Expected Graduation May 2025

University of Arizona, Eller College of Management, Tucson, AZ

### Bachelor of Science in Business Administration, Business Management

May 2024

University of Arizona, Eller College of Management, Tucson, AZ

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## PROFESSIONAL EXPERIENCE

### Lead Intern

1/2025 – Present

Tucson Young Professionals, Tucson, AZ

- Collaborate closely with the TYP Executive Director to devise and implement strategic components of the organization's marketing plan.
- Provide essential support in event production, focusing on coordination tasks prior to events and offering targeted assistance at the events themselves.
- Oversee and direct undergraduate interns, facilitating their progress on critical organizational projects and ensuring successful outcomes.
- Enhance communication efficiency between interns and the Executive Director, streamlining workflow and improving project coordination.

### Social Media Management Intern

12/2024 – Present

Startup Tucson, Tucson, AZ

- Coordinate and update Startup Tucson's social media platforms with engaging content.
- Engage with the online community by responding to comments, managing chats, and promoting interaction among followers.
- Contribute to graphic design initiatives that bolster marketing campaigns.
- Provide on-the-ground support at events through photography, content creation, and live updates.
- Play a key role in event marketing by assisting with the planning, organizing, and carrying out of promotional efforts.
- Compile and arrange content for monthly newsletters, featuring organizational news, local job opportunities, and community events.

### TENWEST Marketing Intern

12/2024 – Present

Ranch House Media, Tucson, AZ

- Collaborate in crafting and executing strategic marketing plans for the TENWEST Festival.
- Execute paid advertising campaigns aimed at enhancing festival visibility.
- Contribute to public relations efforts to maintain uniform brand messaging.
- Implement event-specific marketing approaches, focusing on social media engagement and content creation.
- Oversee event operations onsite during the 2025 TENWEST Festival ensuring effective execution and participant engagement.
- Engage in the evaluation of marketing strategies and overall event success through post-event analysis.

## Community Concierge

7/2022 – 8/2024

Core Spaces, Tucson, AZ

- Directed comprehensive marketing strategies, encompassing development and execution of internal, outreach activities, and resident retention plans, while assisting with specialized marketing projects.
- Led the organization and execution of residential events and property updates, using Canva for promotional materials and engaging the community through the Community Rewards platform.
- Developed and proposed promotional items to corporate marketing for approval, employing original work for noncorporate orders, while maintaining a dynamic social media presence on Instagram with regular content updates and lifestyle photography.
- Managed all leasing office operations, conducting 5+ prospective tenant tours daily, 15+ prospective follow-ups daily, and leading team efforts during critical move-in and move-out periods for seamless tenant transitions.
- Championed the University's community engagement and partnership development, enhancing ties through presentations and participation in events.
- Directed resident retention efforts with strategic event planning and execution, coupled with open, effective communication.

## Business Communications Preceptor

1/2023 – 5/2024

University of Arizona, Eller College of Management, Tucson, AZ

- Collaborated with instructors to enhance student learning and competence development in course-specific areas.
- Served as a role model and mentor guiding two teams of 5-6 students per semester through tasks and activities to enhance their growth in business communications, writing, and public speaking.
- Engaged in regular communication with course leaders to assist in planning and coordinating activities.
- Provided feedback for course improvement while adhering to fairness and policy compliance.
- Provided extensive support through classroom management, tutoring, and leading review sessions to improve student engagement and comprehension.

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## SKILLS

- **Technical Proficiency:** Proficient in Microsoft Office Suite (including Word, Excel, PowerPoint) and Adobe Creative Suite (Photoshop, Illustrator, InDesign), enabling efficient execution of digital tasks and creative projects.
- **Social Media Savvy:** Demonstrated excellence in creating engaging content across social media platforms, leveraging insights to enhance audience engagement and brand presence.
- **Project Management:** Skilled in leading projects from concept to completion, effectively managing timelines, resources, and team dynamics.
- **Public Speaking & Presentation:** Excellent public speaking and presentation abilities, capable of engaging diverse audiences with compelling and informative content.
- **Communication Skills:** Excellent written and verbal communication skills, adept at creating engaging content and making complex information easily understandable.

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## Certifications

### Social and Behavioral Research Investigators Basic Course

Online Course - CITI Program, January 2025