

# MCKENZIE FITZ

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**Project & Operations Professional** with 5+ years of experience managing timelines, teams, and deliverables across **exhibitions, digital content, private data, and audience engagement**. Coordinated complex projects from initial planning through execution, including cross-functional collaboration, stakeholder communication, and on-site logistics. Grew Instagram audience by **257%** through data-driven content strategy and campaign planning. Delivered **cross-platform activations**, print collateral, and inclusive programming on time and within scope. Known for clear communication, attention to detail, confidentiality, and a solutions-oriented approach. **Fluent** in English & Spanish.

## SKILLS

**Project & Operations:** Admin • Cross-func. Collaboration • Stakeholder Engagement (Int. & Ext.) • Onboarding & Training • Logistics & Event Planning • Procurement & Bookkeeping • Archival & Asset Mgmt. • Data Collection

**Communications & Outreach:** Marketing Campaigns • Social Media Strategy • Internal & External Comms • Community Engagement • Content Creation • Analytics & Reporting • Copywriting • Branding

**Technical:** Project & Workflow - JIRA, Smartsheet, Monday, Trello • CRM & Marketing - Salesforce (Marketing Cloud) • Meta Suite; Content & Asset Mgmt. - Adobe CS, Canva • Website Mgmt. - Drupal & WordPress • Archive & Data Mgmt. - Watermark, WIDEN, and Flickr • Expenses - Concur, Emburse Enterprise, & ChromeRiver • Events - Eventbrite • DocuSign • Vimeo • WeTransfer • Microsoft Office • Google Workspace • Figma

## CERTIFICATIONS

Digital Marketing Science — University of New Mexico | May 2026

## EXPERIENCE

### Marketing Intern

Ideum — Corrales, NM | May 2026 - Current

- Recorded, edited, and delivered product documentation in video and photo format with a quick turnaround
- Created original content across **6** social media platforms **3x** a week minimum.
- Reorganized and updated the company's Flickr and Pinterest accounts that act as both marketing and archival resources, as well as creating a master list of portfolio projects.
- In the first month, created a brand assessment and implemented an increased marketing plan. Improved Facebook engagement by **300%**, reached **1.5k** accounts on Instagram, as well as increased LinkedIn by **31%** in views & **18%** in followers.

### Administrative Operations Manager

University of New Mexico — Albuquerque, NM | January 2026 - May 2026

- Managed office resources, meeting spaces, and supplies; coordinated scheduling, account access, and deliveries.
- Prepared and maintained financial & private medical data, managed purchasing card accounts, tracked receipts and budgets, and liaised with other offices.

### Administrative Assistant

SAIC Galleries — Chicago, IL | May 2023 – January 2026

- Grew SAIC Galleries' Instagram from **1,400 to 5,000+ followers (257% increase)** in under 18 months.
- Boosted engagement **43% in the first 6 months** by doubling post frequency and launching department collaborations.
- Produced **92 posts over 6 months for 4 exhibitions and 2 events**, including Jacolby Satterwhite & Barbara DeGenevieve.
- Led creative for exhibition marketing, including websites, gallery guides, posters, and social content.
- Programmed activations: Symposium, Flaxman Library pop-up, and Lunch & Learn series with visiting professionals.
- Maintained a portfolio of **over \$150,000 in exhibition expenses** and sustained the department budget.

### Owner & Designer

Peer Pleasure — Chicago, IL/Albuquerque, NM | Jan 2023 – Present

- Designed and **sold 100+ original** apparel and print items across markets and digital platforms.
- Curated social campaigns, analyzed performance, and grew engagement through organic strategies.
- Selected for Pinterest's invite-only Content Creator Community due to sustained growth without paid ads.
- Managed end-to-end operations of the company's eCommerce store.

### Office Assistant

School of the Art Institute of Chicago | May 2019 – May 2023

- Coordinated with SAIC media teams and the Engage team to post class advertisements and event posters online
- Created posters and coordinated event promotion with media and engagement teams.
- Checked all voicemails and directed calls on behalf of Admin Staff

### Art Direction Intern

Fort Knox Studios | Jan 2020 – May 2020

- Assisted rebranding efforts and produced visual assets for internal and external campaigns.
- Supported social strategy through photography, video, and branding design.

## EDUCATION

School of the Art Institute of Chicago • Bachelor's in Fine Arts