

Zameenah Mckoy

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OBJECTIVE

Mass Communication student with experience in digital marketing, communications, and content creation. Skilled in developing targeted strategies to enhance brand visibility and audience engagement. Eager to contribute my creativity and analytical skills to a dynamic marketing team.

RELEVANT EXPERIENCE

Destination I Do, Remote

January 2025 - May 2025 (*Expected*)

Digital Media Intern

- Author SEO-optimized wedding-related articles, including real wedding stories, tips, and reviews.
- Create and schedule social media content through Tailwind to promote articles and boost website traffic.
- Leverage Wordpress and Canva to enhance digital storytelling and content strategy.

Arizona State University Club – Style Line Magazine, Remote

August 2023 - Present

Director of Editing & Writer

- Promoted from Writer to Director of Editing, overseeing the writers and ensuring all fashion content meets high editorial standards for the Style Line Blog.
- Write, edit, and post engaging fashion articles, maintaining consistency with the magazine's voice and style.
- Provide constructive feedback to writers, enhancing content quality, clarity, and storytelling.
- Manage blog publication, ensuring timely, properly formatted, SEO-optimized posts.

Global Tech Experience, Remote

January 2023 - April 2023

Marketing Student

- Completed a digital marketing course with hands-on projects simulating real-world scenarios.
- Created mock Instagram content and Meta Ad campaigns for target audiences.
- Analyzed mock campaign performance using key metrics to refine strategies and improve cost-efficiency.
- Branded a Shopify store for a simulated startup, applying SEO and A/B testing.
- Earned certifications in Digital Ads and E-Commerce.

EDUCATION

Arizona State University, Tempe, AZ

Expected May 2025

B.A in Mass Communication and Media Studies

Cumulative GPA: 3.36/4.00

SKILLS

- **Content Creation:** Copywriting, Article Writing, Content Strategy, Social Media Content Development
- **Digital Marketing:** Meta Ad Campaigns, Facebook Ads Manager, Google Analytics, Campaign Performance Analysis
- **Content Creation Tools:** Canva, Tailwind
- **Web & SEO:** Shopify, Wix, WordPress, A/B Testing, User Experience Design (UED), Search Engine Optimization, Keyword Research
- **Technical Proficiency:** Microsoft Office Suite, Google Suite