

## CARSON MCKINZIE

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### EDUCATION

**Texas Tech University**, Lubbock, TX  
Bachelor of Arts in Creative Media Industries  
Graduated *Cum Laude* in May 2024

### EXPERIENCE

**Cuzina Pickleball**, Austin, TX 7/2021 – Present  
*Marketing Coordinator*

- Develop & manage online marketing and social media strategies that increase sales of Cuzina products.
- Manage Amazon PPC campaigns with a focus on ACoS improvement and ROAS growth.

**MedTrainer**, Las Vegas, NV 9/2024 – 5/2025  
*Content Marketing Specialist*

- Wrote and edited 2–3 blog posts weekly, driving increased traffic through SEO optimization and engaging brand storytelling.
- Boosted LinkedIn engagement by 40% over 4 months by implementing a consistent posting schedule and branded voice.
- Designed and distributed social media content, infographics, and marketing emails targeting healthcare professionals.

**Back Roads Entertainment**, Austin, TX 8/2022 – 12/2022  
*Production & Development Intern*

- Created pitch decks and one-sheets for multiple unscripted show concepts, contributing directly to development presentations.
- Assisted in editing sizzles and pilot concepts for internal and client-facing review.

**5 Soul Wine Co.**, Spicewood, Texas 5/2021 – 8/2021  
*Barback & Customer Service*

- Bussed tables, restocked wine bottles, organized liquor room and worked with bartenders and managers to help improve the flow of the winery.

**Star Physical Therapy**, Austin, TX 5/2021 – 7/2021  
*Volunteer Observation Assistant*

- Observed and worked with licensed physical therapists during patient screenings & weekly rehabilitation sessions.
- Learned a variety of muscle activation techniques and recovery exercises.