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Buter, PA

## Education

### Ph.D. Information Systems and Communications

*Robert Morris University*

To be completed May 2026

- I am currently working towards obtaining my Ph.D. so that I can teach the next generation of social media enthusiasts.

### Master of Science in Strategic Communications

*Indiana University of Pennsylvania*

- 4.0/4.0 Cumulative GPA
- Focused my studies on social media marketing and how that applies across industries, including political and crisis communication.

### Bachelor of Science in Communications Media: Media Marketing

*Indiana University of Pennsylvania*

- Cook Honors College
- Certificate in Photography and Digital Imaging
- Marketing Minor

## Expertise

- Adobe Photoshop
- Adobe Lightroom
- Canva
- Hootsuite
- Sprout Social
- CapCut



## Work Experience

Nov 2023

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Aug 2025

### Treatspace

*Social Media Specialist*

- In this position, I created social media content for 20+ independent medical practices. I met with clients regularly to discuss their branding and strategy, as well as reviewed analytics. I worked closely alongside the content team and the company's client specialists to ensure each client was well-supported and satisfied with our services.

May 2023

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Aug 2023

### Paul Fulton – State Farm

*Social Media Marketing Intern*

- Rebuilt the company's social media accounts that had not been utilized for over a year. Created and scheduled 4-5 social media posts a week. Facilitated community outreach, answered customer phone calls, and assisted with general office management.

Aug 2022

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May 2023

### IUP Communications Media Department

*Graduate Assistant – Internship Coordinator*

- Picked for this position out of 56 interviewed students. Processed internship paperwork, managed 200+ students' attendance, designed a large lecture class participation system, and assisted in communications research. Worked 20 hours a week while pursuing my Master's Degree.

Dec 2020

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May 2022

### Theta Phi Alpha: Alpha Upsilon Chapter

*Public Relations Chair*

- Managed the chapter social media accounts according to national and university-specific guidelines. Used Instagram to facilitate community engagement. Promoted the social and philanthropic sides of being involved in a panhellenic organization.

### Indiana University of Pennsylvania

*Student Success Leader, Peer Mentor*

- Went through a long interview and training process for this position. Led orientation programs for incoming first-year and transfer students. Guided undecided potential communications majors during their first year on campus.

# Let Me Help Share Your Story!

## Research Interests

### The Tide Pod Challenge: Proctor & Gamble's Response to a Crisis Created Through Social Media

- The Tide Pod Challenge created a crisis for Proctor & Gamble through social media virality on Twitter (now known as X) and YouTube. This presentation looked at how crisis communication theories were utilized for ending the trend and fixing brand reputation.

### Is Twitter the Newest Presidential Election Platform? How the 2016 Presidential Candidates Built Their Campaigns Through The Use Of Twitter

- Twitter (now known as X) played a major role in the media of the 2016 election. This introduction chapter and literature review proposed further research on how the platform has been used to gain election media attention.

### Generative AI on Facebook How Do Facebook Users Determine What is Real Versus What is AI Generated?

- Generative artificial intelligence (AI) and its introduction into society has brought many issues and concerns, both legally and ethically. It is crucial that we continue to research fake news within the context of generative AI, as advancements in AI technology and accessibility have become tools for generating and detecting deceptive information shared online. This qualitative research study involved interviewing Facebook users to gain insight into how they detect and interact with AI being shared on the platform.



## Certifications

- CITI Program For Education Faculty, Staff and Students
- Meta Business Marketing Associate Certificate



## Honors / Awards

- Outstanding Poster Presentation Award- IUP Scholars Forum
- Dean's List- Indiana University of Pennsylvania
- Outstanding Greek Senior Award- IUP Panhellenic
- Klinginsmith Award for Outstanding Portfolio- IUP
- Outstanding Sophomore of the Year- IUP
- National Collegiate Honors Council- IUP Representative



## About Me

*My name is Mackenzie, but everybody calls me Mac. I am from a small town in Pennsylvania, and like to say I grew up on a petting zoo. My Mom runs a rescue for chickens, ducks, and geese. I help her document their lives on social media, and our birds currently have over 80,000 followers across Instagram, Facebook, and TikTok.*

*I discovered my passion for writing, design, and social media back in 2015, when I took my first ever "Print and Digital Media" class. Since then, I have had the opportunity to work with some pretty amazing organizations, helping people share their story on social media across a variety of industries, including medical, insurance, and farm life.*



**LinkedIn: Mac (Mackenzie) Mead**  
[www.linkedin.com/in/mackenzie-mead](http://www.linkedin.com/in/mackenzie-mead)



**Blog: Thoughts In A Coffee Shop**  
[www.coffeeshopthoughts.blog](http://www.coffeeshopthoughts.blog)



**Digital Portfolio: GoDaddy**  
[www.coffeeshopthoughts.blog](http://www.coffeeshopthoughts.blog)