

MAKENNA STURGEON

Communications Professional

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Denver, Colorado

[LinkedIn](#)

Profile Info

With a strong passion for telling stories, I am a mission-led communications professional who jumps in head first. Whether it be developing a new web resource or strategizing for a new marketing campaign, I am excited to work with the team to develop the most effective way to reach our audience and deliver our message.

Education

2017 - 2019

B.A. | Journalism

University of Colorado, Boulder
Summa Cum Laude, 3.9

Off-campus studies:

- London
- Washington DC


Educational Work Experience


- TheHill.com - Washington DC
- Legislative Aide - Colorado
- Photography Assistant - Colorado


Achievement


- Kappa Tau Alpha
Journalistic Honor


My Skills


Storytelling 

Content Creation 

Video Production 

Relationships 

Adobe 

WordPress 

Work Experience

Aug. 2021 - Present

Training and Marketing Specialist

The Colorado Municipal League, Denver

- Manage training calendar and workshop/webinar development
- Develop and implement marketing calendar, including email, social media, and direct communications
- Create graphics for emails, social media, and website
- Manage advertising and sponsor programs for the League
- Develop new web resources. [Click here for example](#)

Mar. 2020 - Aug. 2021

Communications Associate

Pac/West Strategies, Denver

- Manage company communications strategies
- Assist in development and maintenance of company brand standards
- Manage diverse array of clients' digital and print collateral, and social media advertising
- Develop and implement digital media campaigns and ad spends

Mar. 2019 - Present

Online Learning Assistant

University of Colorado, Boulder

- Edit video for online learning experiences according to University branding and professor needs
- Build course for online learning experiences. [Inc. featured](#) one of the courses on its "20 Online Courses That Will Make You More Successful in 2020" list

Volunteer Experience

Mile High Young Professionals
Social Media Director

Assist with digital marketing of events and news for the organization

Adelante
Media Volunteer

Assist with storytelling across platforms to increase donors and name recognition