



McKara Street

Marketing & Digital Strategy

Emerging marketing professional specializing in digital strategy, social media management, and content creation. Passionate about driving engagement through creative storytelling, data-informed decision-making, and brand consistency across platforms.

Contact



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Education

Bachelor's in Digital Marketing & Business Administration
Southern Wesleyan University —
Expected May 2026

High School Diploma
Pickens High School —
Graduated 2022

Core Competencies

- Digital Marketing Strategy
- Project Management
- Relationship Building
- Creative Problem-Solving
- Clear and Professional Communication

Technical Proficiencies

- Canva, Adobe Creative Cloud, Microsoft Excel
- Teams, Meta Business Suite
- Asana, Monday.com
- Content Calendar Management
- Video Editing & Short-Form Content Creation

Work Experience

A-S Medication Solutions | Libertyville, IL | Remote

May 2025 - Present

Marketing Communications Specialist

- Develop and schedule social media content across multiple digital platforms, boosting online engagement and brand visibility.
- Manage marketing collateral and digital assets for conferences and campaigns.
- Support internal and external communication initiatives to maintain consistent messaging.
- Update marketing materials, presentations, and website content.
- Perform administrative and marketing-related tasks to support the communications team.
- Promoted to Marketing Communications Specialist after internship completion due to strong performance.

Southern Trail Animal Clinic | Easley, SC

Jun 2024 - May 2025

Receptionist

- Strengthened client relationships through compassionate service and professional communication.
- Managed client correspondence across phone, email, text, and digital platforms.
- Delivered exceptional customer service and resolved inquiries efficiently.
- Supported daily clinic operations with flexibility and attention to detail.



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○ **Southern Wesleyan University | Marketing Department**

Aug 2022 - Nov 2024

Content Manager

- Developed creative strategies to boost engagement across official Instagram pages
- Managed a content calendar and ensured consistent, on-brand posting
- Collaborated weekly with the marketing team to align messaging with university goals
- Filmed and edited short-form video content for Instagram Stories and Reels
- Maintained brand consistency and voice across visual and written content

○ **Southern Wesleyan University | Marketing Department**

May 2023 - Aug 2023

Marketing Intern

- Managed the @swuco2027 Instagram account, growing followers by 88.6% from May 2023 to August 2023.
- Created and published 87 pieces of content, earning over 9,700 total likes and averaging 57 likes per post.
- Coordinated promotional materials and logistics for campus events.
- Supported the Marketing Director with administrative and creative tasks.

Achievements

Alpha Chi Honor Society Member

Southern Wesleyan University | Inducted May 2025

Recognized among the top 5% of juniors across all academic disciplines.

Junior Marshall

Southern Wesleyan University | May 2025

Selected to lead commencement ceremonies for maintaining the highest academic average in the junior class.

References

Available upon request