MCKENNA KINSLEY

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EDUCATION

The University of Texas at Austin, McCombs School of Business - Austin, TX May 2027
Master of Science in Marketing Analytics

- Coursework Includes: Marketing Management, Marketing Statistics, Data Analysis, Coding in Python and R, Brand Management, and Clients & Consulting
- Analytics Project: Applied k-means clustering in a team project to segment customer preferences across Nissan, Honda, and Kia, identifying distinct buyer segments to inform brand positioning

The University of Texas at Austin, Moody College of Communication - Austin, TX May 2026
Bachelor of Science in Advertising, Minor in Business, GPA: 3.9

- Dean's Honor List; Magna cum Laude (Fall 2022 - Spring 2026)

IES, Barcelona, Spain May 2025
Study Abroad

- 18 hours; Finance, Management, & Spanish

EXPERIENCE

KINS CRE - *Head of Sales & Marketing (Part-Time)*; Los Angeles, CA (Remote) September 2026 - Present
Property management firm overseeing about 30 multifamily, industrial, and residential properties across the West Coast

- Lead cold-calling and outbound sales outreach to 600+ property owners and brokers
- Develop targeted marketing and advertising strategies across multifamily, industrial, and residential sectors
- Manage the full sales pipeline from prospecting through follow-up, winning 2 new property management accounts to date

Baked Bags - *Marketing Intern (Part-Time/Seasonal)*; Beverly Hills, CA May 2023 - June 2026
Food brand delivering innovative, high-quality products

- Joined Baked Bags in its early days as a startup and contributed to brand-building efforts that carried through to its acquisition
- Directed multi-platform social media and email marketing campaigns on a $7K monthly budget, driving a 20% increase in sales from social channels
- Managed a team of twelve influencers and creators, overseeing briefs and deliverables to ensure consistent brand messaging across social media platforms
- Led marketing strategy for the brand's new kettle corn product line, developing social content, influencer partnerships, and retail sampling activations to support a national launch across 50 retail locations

Jet Management - *Marketing Intern*; Venice, CA June 2025 - August 2025
Artist Management agency shaping the sound, culture, and future of dance music worldwide

- Contributed to brand strategy and international marketing planning for a roster of twelve artists, coordinating budgets and promotional campaigns for emerging and established talent
- Cultivated client relationships via social media and biannual newsletters, and designed tour promotional assets for artists such as Empire of the Sun and Dombresky across Germany and France

TryNow - *Marketing Analytics Intern*; Venice, CA May 2024 - July 2024
Try Before You Buy software for Shopify's fastest-growing brands, now acquired by Redo

- Partnered directly with beauty and lifestyle client brands, including Cosmedix and Pur Cosmetics, alongside Snif, Mara Hoffman, and Elwood, to execute tailored brand and marketing campaigns
- Analyzed social media trend and engagement data to build campaign backlogs, driving a 15% increase in traffic across LinkedIn and Shopify
- Created graphics and templates for social media campaigns aligned with strategic marketing objectives

LEADERSHIP & INVOLVEMENT

Alpha Epsilon Phi - *Executive Apparel Manager*; Austin, TX November 2023 - May 2026

- Directed inclusive apparel design for an organization of 300+ members from concept through manufacturing, overseeing design direction, item selection, and production
- Managed a $2K apparel budget and coordinated 250 size-inclusive orders with vendors, delivering designs that help members feel confident and represented

Women's Entrepreneurial Leadership Club - *Member*; Austin, TX August 2022 - May 2026

- Designed entrepreneurial initiatives and fundraising strategies to support women-led ventures
- Led marketing, outreach, and member engagement for a 120-member club, expanding its campus visibility

ADDITIONAL INFORMATION

- Technical Skills: Excel, Python, R (RStudio), SQL, Google Analytics, Adobe Creative Suite, Canva, and Mailchimp
- Interests: Fashion & Beauty, Dance, Funky House Music, Mahjong, and Making Sourdough