

Makenzie Wolters

Communications professional

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Social: [Facebook](#) | [Instagram](#) | [LinkedIn](#)

Experience

[Visit KC](#) – Kansas City, Missouri

Communications manager

March 2024-present

Serve as a media representative, including organizing press trips to Kansas City. Promote Kansas City as a premier destination through proactive and reactive outreach to key news outlets in order to generate coverage. Generate digital and print coverage to highlight Kansas City destinations.

[WDAF-TV FOX4 News](#) – Kansas City, Missouri

Senior digital producer

May 2022-March 2024

Assist with creating and implementing digital strategy. Oversee large projects, such as newsletters and event coverage. Help with training and development. Manage social media and website management.

Digital distribution producer

Jan. 2021-May 2022

Manage the homepage, SEO efforts and social media to ensure content reaches targeted audiences.

Lead the station's newsletters, adding over 15,000 subscribers and doubling click-through rate.

Digital producer

Nov. 2017-Jan. 2021

Manage digital content and social media while also editing all local, state and national stories.

Regularly reported on breaking news, courts and crime, trending topics and other local interests.

[Standard-Examiner](#) – Ogden, Utah

Digital producer

Aug. 2016-July 2017

Managed digital content, social media and website design. Worked with reporters to edit content for accuracy, style, grammar and clarity. Reported daily on breaking and community news.

[The Columbia Missourian](#) – Columbia, Missouri

Asst. director, community outreach

Aug. 2014-May 2016

Helped lead a team of 10-15 journalists who managed social media, engaged with the public, developed reader content and more. Oversaw large projects and assisted with scheduling and planning.

Education

University of Missouri – Columbia; Bachelor of Journalism

Skills

Writing, copyediting, Associated Press style, Microsoft Office, email marketing, project management, organization, social media management, Adobe Creative Suite, problem solving, detail oriented, HTML coding, WordPress and other CMS experience