

MARKETING AND PUBLICITY PORTFOLIO



McKenna McQueen



ABOUT ME

Mission-driven marketing professional and arts administrator with expertise in marketing, community outreach, and nonprofit theatre. Experienced in managing client relationships and executing content strategies across social media platforms. Skilled in coordinating with creative, design, and operations teams to deliver timely and engaging campaigns. Adept at scheduling content, maintaining organized workflows, and communicating effectively with clients to ensure brand alignment and satisfaction. Brings strong organizational skills, a deep understanding of social media trends and a commitment to delivering high-impact results in fast-paced, creative environments. Eager to contribute to a growing company that values creativity and hard work.



SOCIAL MEDIA EXAMPLES

INSTAGRAM POSTS



fctheatrearts



Liked by snalexander27 and 112 others

fctheatrearts Come see what all the buzz is about! 🐝

The 25th Annual Putnam County Spelling Bee runs tonight, March 3rd through the 5th at 7:30pm and March 6th at 2:00pm.

Tickets are available online at the link in our bio or in person at the Lewis Auditorium Box Office which is open Monday through Friday from 3:00-5:00pm.

photo by @themonarchstudio

March 3, 2022

Production photos were used to promote the show and important dates, times and location were included in the caption.

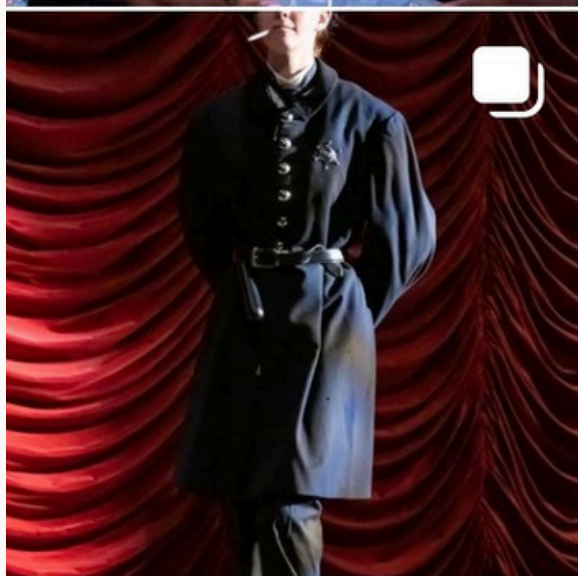
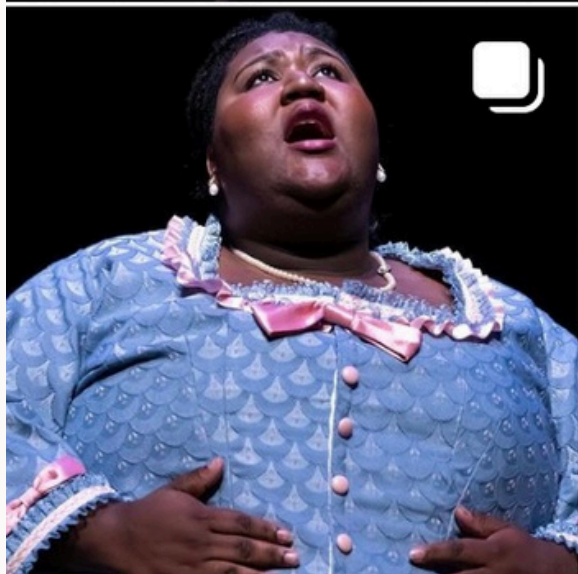
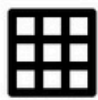
INSTAGRAM POSTS

Curated image carousels are combined with references to the show in the caption to engage potential audience members.



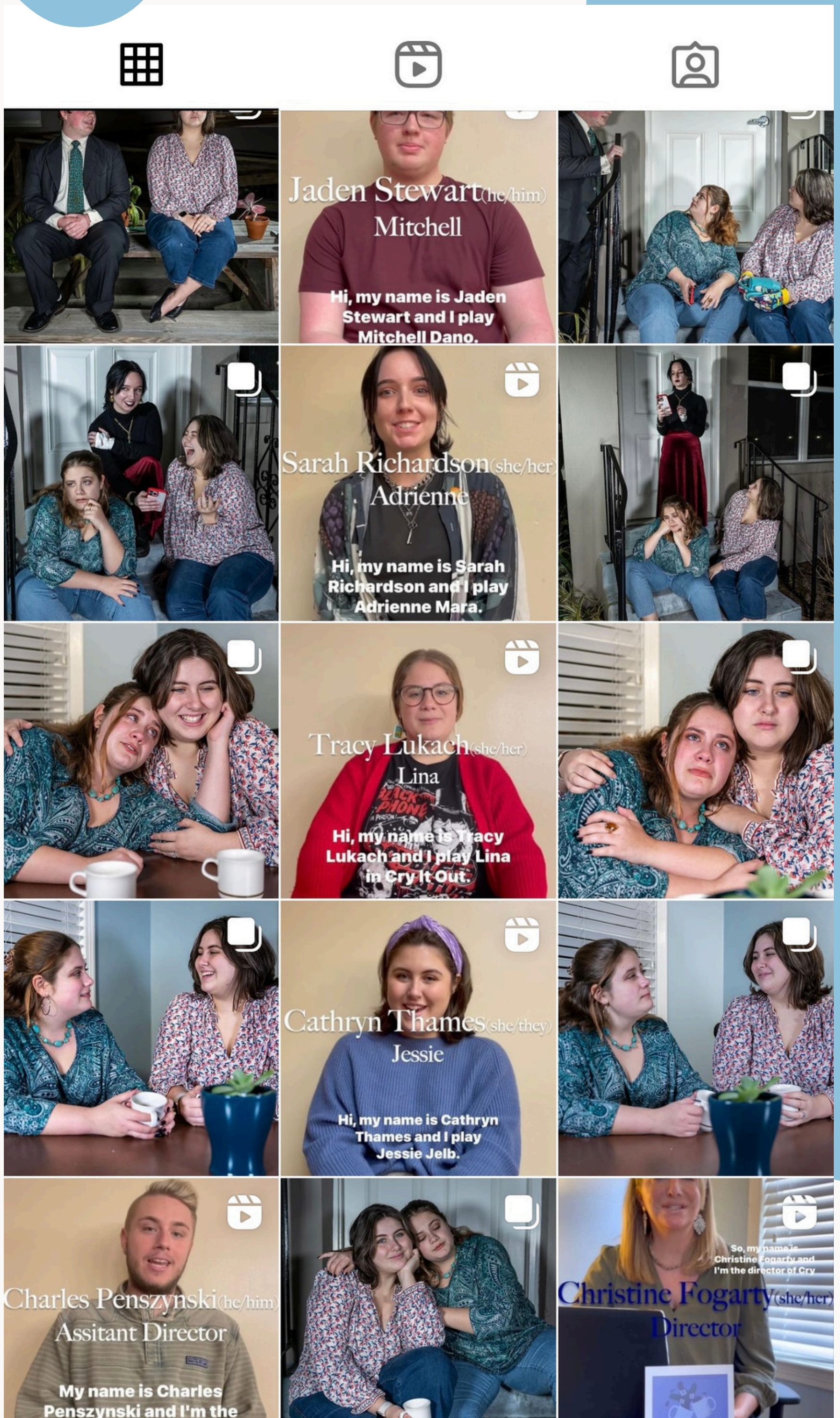
Large ensemble pictures were selected for posting to highlight the work of everyone involved.

CURATED GRIDS



A specific number of posts were scheduled for each day to create a uniform grid on the profile page.

CURATED GRIDS



Pictures and videos were posted accordingly to achieve the intended grid layout.

FACEBOOK POSTS



Flagler College Department of Theater Arts



Published by [McKenna McQueen](#) · [October 20, 2022](#) ·

"Go to your bosom; knock there, and ask your heart what it doth know."

Measure for Measure runs tonight, October 20th, through the 22nd at 7:30pm and October 23rd at 2:00pm.
(ASL Interpreted Performance on October 20th at 7:30pm.)
Tickets are available online at the link in our bio.

flagler.universitytickets.com

photos by Mike Kitaif



Flagler College Department of Theater Arts



Published by [McKenna McQueen](#) · [October 19, 2022](#) ·

"All the world's a stage, and all the men and women, merely players."
Measure for Measure opens TONIGHT on the Flagler College stage!
Measure for Measure runs October 19th-22nd at 7:30pm and October 23rd at 2:00pm.
(ASL Interpreted Performance on October 20th at 7:30pm.)
Tickets are available online at the link in our bio.

flagler.universitytickets.com

photos by Mike Kitaif



Content was cross posted onto Facebook to reach a broader audience.



CONTENT CREATION

INTERVIEW VIDEOS



"Interviews with the Cast and Crew" were used as a strategy to engage potential audience members, share information about the show, and highlight student work.

As marketing and publicity manager I took on the responsibility of writing questions, scheduling times, filming and editing videos.



CREATIVE PROCESS AND ORGANIZATION

Getting to Know the Material

Prior to the beginning of each season I took steps to ensure I was well informed about the production I was working on so that accurate marketing material and well-thought out strategies could be produced and implemented. I prepared by reading the play or listening to the musical to familiarize myself with the story. From there I analyzed the script to identify any major themes that may prove essential in marketing the show and identify the target audience. Combining all this information I would brainstorm ideas for community outreach as well as how to personalize the social media campaign to that specific show's needs. Finally I would bring all of that information into the content creation, scheduling and eventual posting phase.

ORGANIZED SCHEDULES

Social Media Schedule with Content

Date	Content	Caption
2/1		<p><i>Cry It Out</i> opens in less than a month! Come see the show February 22nd-25th at 7:30pm and February 26th at 2:00pm.</p> <p>Visit flagler.universitytickets.com for your tickets TODAY!</p>
2/1		<p>Get ready to meet the cast and crew of <i>Cry It Out</i> who are super excited to bring this story to life for you!</p> <p><i>Cry It Out</i> runs February 22nd-25th at 7:30pm and February 26th at 2:00pm.</p> <p>photo by Mike Kitaif</p> <p>flagler.universitytickets.com</p>
2/2	<p>Christine’s interview</p> <p>https://youtu.be/9Q0ckg1PRd8</p>	<p>A word from Christine Fogarty, the director.</p> <p><i>Cry It Out</i> runs February 22nd-25th at 7:30pm and February 26th at 2:00pm.</p> <p>flagler.universitytickets.com</p>
2/2		<p>Join Jessie and Lina for their afternoon coffee and find out how these two mamas met.</p> <p><i>Cry It Out</i> runs February 22nd-25th at 7:30pm and February 26th at 2:00pm.</p> <p>photo by Mike Kitaif</p>

A schedule with the date, the content, and the caption was created for the entire publicity period.



COMMUNITY OUTREACH

MARKETING TABLES



Tabling sessions with interactive activities were used to promote the show within the community.



Come visit us in the student center today-March 4th for a chance to win free Chocolattes, Kookaburra, or Sweetwater!

