



# Mackenzie Stogsdill

Writer | Marketer | Strategist

Skilled copywriter with over five years of experience working in ghostwriting. Committed to producing exceptional and creative content, including articles, digital copy, advertisements, commercials, brochures, and publications. Experienced in a variety of writing styles and determined to meet business goals. Worked in industries from sports to education with a heart for words and a brain for analytics and strategy.

## Contact

### Phone

317-832-8555

### Email

mackenzie.stogsdill@gmail.com

### Address

2131 White Oaks Dr  
Apt B.  
Indianapolis, IN

2022

**Master of Business Administration**  
Western Governors University

2020

**Master of Science in Management & Leadership**  
Western Governors University

2017

**Bachelor of Art in Media**

Indiana University

*Concentration: Media Management, Industry & Policy*  
*Minors: Creative Industry Management and Marketing*

## Expertise

Copywriting

Web Design

HTML/CSS

SEO

SEM

Business Communications

## Experience

### 2022 - Present

Penske Entertainment | Indianapolis, IN

#### Digital Content Specialist

- Manage company websites through web edits, internal audits and frequent updates during our 17-race season for INDYCAR and event schedule at Indianapolis Motor Speedway
- Maximize visibility in web search results by composing meta data for search engine optimization
- Upload documents to website on race weekends to provide consistent and accurate information to our fans globally
- Write emails to our 200,000+ fans through newsletters, announcements and fantasy racing picks

### 2017 - Present

Self-Employed

#### Freelance Writer

- Compose content including blog posts, articles, emails, social media calendars and more for over 50 clients to date
- Work with clients to meet deadlines and exceed expectations for content and marketing goals
- Research topics and prompts to create clickable and engaging content for various industries

### 2015 -2017

Pearson Education | New York, NY (Remote)

#### Student Ambassador

- Served as the first Student Ambassador in the state of Indiana for the Pearson Students arm of Pearson Education
- Presented to classes about Pearson Education products and services
- Posted over 30 blog posts for Pearson Students regarding the college student experience
- Selected as a Top Five blogger in the country for post regarding overcoming burnout and struggle in coursework

## Certifications & Awards

Google AdWords

Pearson Students National  
Top Blogger