

MCKENZIE (KENZIE) FLAX

MARKETING STUDENT

Manhattan, KS 66502

e: mrflax@ksu.edu

p: 785-639-3831

w: www.linkedin.com/in/kenzierflax

EDUCATION

Bachelor of Science in Business Administration

Expected: Dec 2025

Kansas State University | Manhattan, KS

- Major: Marketing
- Certificate: Marketing Technology & Professional Strategic Selling

EXPERIENCE

Social Media Manager

Apr 2024 - Present

Barstool Sports | Remote

- Manage @KstateChicks social media accounts while developing and executing a strategic social media plan for K-State Chicks across multiple platforms such as X, Instagram, and TikTok (with a collective following of 36,022 and growing)
- Communicate and collaborate weekly with Barstool members, along with other social media managers about outreach opportunities to produce high quality content and enhance the social media presence of the account
- Analyze follower growth and content sharing by following trends and keeping the page centered on the Kansas State student body
- Devote 12+ hours weekly on content creation and collaboration to ensure satisfaction

Waitress

Aug 2023 - Present

Rockin' K's | Manhattan, KS

- Demonstrate exceptional organizational skills by efficiently managing table assignments, order taking, and bill processing at Rockin K's restaurant, ensuring a smooth and well-coordinated dining experience for guests
- Utilize critical thinking and problem-solving abilities to address guest requests, resolve service issues, and adapt to unexpected situations, enhancing customer satisfaction and maintaining a positive dining atmosphere
- Exhibit persuasive communication techniques to upsell menu items, special promotions, and desserts, consistently increasing sales and revenue for the restaurant

CAMPUS INVOLVEMENT

Women In Business Club

Fall 2023 - May 2024

Member, Kansas State University

Women's Club Volleyball Team

Fall 2022 - Fall 2023

Member, Kansas State University

HONORS & AWARDS

Wildcat Traditions Scholar, Recipient

Fall 2022 - Present

Kansas State University

Dean's Honor Roll, Recipient

May 2024

Kansas State University