

McKenna Petri, MBA

STRATEGIC MARKETING - BUSINESS INNOVATION

SUMMARY

Strategic business leader and recent MBA grad with over 5 years experience in media planning and buying. McKenna has expertise in team leadership, management, strategic planning, operations and logistics, sales and client communication. McKenna is a well rounded, detail-oriented, ambitious, and results driven business executive.



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mckennapetri.com

EDUCATION

MASTER OF BUSINESS ADMINISTRATION

Colorado State University - Dec 2023

Specialization: Impact

Certificate: Entrepreneurship & Innovation

Dean's Award for Research Excellence

Graduate Assistantship: Finance

B.S. INTEGRATED MARKETING COMMUNICATIONS

Ithaca College - 2017

Minors: Legal Studies & Sport Studies

Executive Board Member - IC Cheer '14-'17

SKILLS

- Leadership & Management
- Cross-Functional Team Collaboration
- Business Strategy
- Digital Marketing
- Media Planning & Buying
- Client Communication
- Market & Consumer Research
- Data Analysis & Decision Making
- Innovation Management
- Team Training & Building
- Project Management
- SQL
- Generative AI

OUTSIDE THE 9-5

Skiing - Climbing - Wake Surf -

Hiking - Cheerleading - Dog Mom -

Cooking - Mental Health Advocate -

Sustainability

MARKETING & MEDIA EXPERIENCE

MEDIA SUPERVISOR - THE MANY

May 2021 - Nov 2022

SENIOR MEDIA PLANNER - THE MANY

Jun 2020 - May 2021

MEDIA PLANNER - THE MANY

Sep 2019 - Jun 2020

Clients: Invitae, Quest Nutrition (OMMA Awards Finalist '21), NOS Energy, Full Throttle, eBay, BioSteel, Bolthouse Farms

- Led teams in building strategic media plans across digital channels including social, programmatic, CTV, influencers, direct site, custom partnerships, audio and search. Observed brand and sales lift attributed to media across all brands YoY.
- Direct manager of three junior level team members, building growth plans, providing real-time feedback, leading trainings and providing career guidance.
- Made recommendations to senior leadership on department wide process improvements, present to the full team and implement.
- Communicate resourcing and scoping needs with senior leadership.
- Acted as lead point of contact for day to day communications with clients and manage multi-million dollar budgets.
- Educated and inform clients on the value of media buys for their brand through weekly, monthly and quarterly reports.
- Improved operations and cash flow by building and implementing a cross department billing process.
- Onboarded and train entry level to Media Director new hires.

ASSISTANT MEDIA PLANNER - M&C SAATCHI PERFORMANCE

Jan 2018 - Aug 2019

Clients: Amazon Kindle App, Amazon Music App, Zappos App, IMDbPro, North Italia, Willow TV

- Built monthly media plans across digital channels including social, programmatic, search and mobile ad networks.
- Managed daily campaign operations and ad partner communications.
- Led weekly client calls, reporting on campaign performance and addressing action items.
- Optimized campaigns to reach monthly KPIs while working within budget.

INNOVATION & STARTUP EXPERIENCE

FOUNDER - FAN BASE LLC

Jan 2023 - Dec 2023

- Pitch and win funding totaling more than \$13,500 Including first place at Microsoft sponsored collegiate pitch competition.
- Build brand strategy from extensive customer, competitive, and industry research.
- Create billing process and manage books In Quickbooks.
- Develop and nurture pre-sales funnel.
- Forecast 5 years of financials.

MARKETING COORDINATOR - MAPLE MEDIA

Aug 2017 - Dec 2017

- Led marketing efforts across owned and operated mobile app portfolio.
- Drove app installs and grew daily active users across all apps.
- Managed marketing team, building goals, strategies and tactics for each app.
- Demonstrated expertise in social media strategy, ASO, SEM/SEO, and public relations.