

Mackenzie Casallo

Mec0231@auburn.edu • (251) 654-7954 • Fairhope, AL

EDUCATION

Auburn University, Auburn, AL

May 2028

*Bachelor of Science in Business Administration
Marketing | Minor in Spanish | 4.0*

PROFESSIONAL EXPERIENCE

Hatch Fairhope—Baldwin Alliance, Fairhope, AL

May 2026 - August
2026

Summer Marketing Intern

- Managed multi-channel marketing campaigns by creating 150+ social media assets and promoting innovation programs, contributing 400+ new community members and growing the network from approximately 600 to 1,000 members through strategic marketing and outreach.

Behind the Glass, Auburn, AL

August 2025 -
Present

Floor Manager

- Oversaw day-to-day floor operations by coordinating team responsibilities, supporting staff, resolving customer concerns, and ensuring efficient store performance.

PROJECTS & EXTRACURRICULAR

Chifforo, Auburn, AL

May 2026 - August
2026

Volunteer Marketing Intern

- Developed strategic marketing initiatives for a startup fashion marketplace through market research, brand content creation, go-to-market planning, and platform growth strategies.

Student Alumni Ambassadors

August 2025 -
Present

Vice President of Communications

- Led marketing and communications initiatives by creating digital content, promoting campus events, and collaborating with university partners to strengthen student and alumni engagement.

Auburn Student Recruiter (STUD)

March 2026 -
Present

- Represented Auburn University by engaging prospective students and families, sharing campus experiences, and supporting recruitment events and initiatives.

SKILLS

Technical: Alabama Real Estate License Holder, Expert-Certified in Microsoft Excel, Proficiency in Microsoft Word and PowerPoint, Proficiency in Adobe Express, LTK University Ambassador

Interests: Chi Omega Sorority, Intermediate Spanish, Auburn Orientation Counselor, Auburn Women in Business Ambassador, Distance Running, Traveling, Cooking, Mission Trips (Costa Rica)