

Mackenzie Cullen

(570) 640-8083 | m13cullen@gmail.com

mackenziecullen.com | <https://www.linkedin.com/in/mackenzie-cullen/>

EDUCATION

The Pennsylvania State University

Bachelor of Arts in English

Minors in Communication Arts & Sciences and Women's Studies

University Park, PA

May 2022

GPA: 3.28

PROFESSIONAL EXPERIENCE

Museum of the American Revolution

Communications Coordinator

Philadelphia, PA

May 2025 – Present

- Assist the Director of Communications in executing and staffing press events, including exhibit openings, artifact unveilings, and other media opportunities
- Develop press releases and media alerts related to recurring events and programs at the Museum, as well as other publicity materials for publication
- Facilitate film shoots, photo shoots, and other press visits to the Museum as a media relations liaison
- Maintain and update press lists via a third-party media database tool, as well as a database of close local and national media contacts

Aware360

Marketing Intern

Remote

October 2024 – December 2024

- Wrote copy about safety culture for prospective businesses to educate and promote inclusivity, and physical and psychological safety, as well as how Aware360 has completed this in the past, in an eBook
- Worked with two fellow interns, reporting to the Marketing Lead Strategist, to ensure seamless and cohesive writing styles and content

Office of Strategic Communications, Penn State Berks

Marketing Communications Specialist

Wyomissing, PA

October 2022 – June 2024

- Produced clear written communications, including policies, press releases, and procedures, for internal and external audiences
- Managed internal communications requests from faculty and staff, and provided accurate and timely information based on campus news and policies
- Created content for the Penn State Berks social media channels to highlight the campus community, promote university branding, culture, and recruitment efforts
- Supervised departmental financial processes, including invoice approval and record management of a \$175,500 budget through SIMBA, ensuring compliance with internal policies

DFig Connects Coaching & Consulting

Contract Copywriter

Remote

May 2022 – October 2022

- Developed twice-weekly content for newsletter and LinkedIn articles focused on highlighting changes in workplace culture and empowering employees to live authentic work lives based on collaboration sessions with the Design & Development Lead
- Assisted in the design of daily social media content using UX design

[Penn State College of Agricultural Sciences](#)

Part-Time News Writer

University Park, PA

January 2022 – October 2022

- Pitched and published feature stories exclusively on Penn State News site to over 180,000 subscribers
- Conducted interviews focused on the College of Agricultural Sciences' achievements, events, and students and faculty

[Onward State](#)

Associate Editor

University Park, PA

May 2020 – May 2022

- Oversaw feature and student life coverage and beat meetings
- Edited 3-5 articles per week up to board standards, ultimately preparing high-quality deliverables
- Wrote 4-6 articles per week on in-person/over-the-phone interviews, community issues, and demonstrated news stories

Staff Writer

September 2018 – May 2022

- Produced 3-5 articles per week and generated story ideas in weekly meetings
- Covered Penn State student life by developing student & alumni features and writing campus event previews and recaps
- Generated over 330 total articles, all constructed under hard deadlines using AP style

SKILLS

- **Technology** – Adobe Creative Suite, Agility PR Solutions, Asana, Canva, Microsoft Office 365, WordPress, MailChimp, Slack, SEO