

# Mary Kendall Dixon

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## EDUCATION:

*Auburn University*; Bachelor of Science | Agricultural Communications | Minor Agribusiness | May 2017

## WORK EXPERIENCE:

*Beef Cattle Extension Team*; Auburn University | Communications (August 2017-Present)

- Manage and schedule posts for two Facebook pages and reaching 8,000+ people
- Create social media plan for Extension team
- Generate content and create monthly newsletters and updates reaching 636 people
- Design marketing and promotional material for monthly webinars and various Extension programs

*Dixon Farms*; Salem, AL | Media Relations (May 2014-Present)

- Generate content and manage farm Facebook page reaching 1,000 people
- Design and build farm website
- Assist in various activities on the farm such as reproductive work and keeping records

*Auburn University Raymond J. Harbert College of Business*; Auburn, AL | Network and Media Services Computer Lab Monitor (May 2014-Present)

- Assist instructors with technical difficulties in college computer lab
- Keep computer labs running properly

*Lighthouse Christian Bookstore*; Auburn, AL | Sales Associate (May 2012- October 2013)

- Updated store's Facebook page by advertising sales and new products
- Ordered greeting cards weekly
- Facilitated a customer-friendly shopping environment

*Opelika Grows*; Opelika, AL | Intern (May 2016- July 2016)

- Created and managed Facebook, Instagram and Twitter accounts for Opelika Grows increasing awareness of the organization
- Coordinated the weekly Opelika Grows Farmers Market for 300+ people
- Designed marketing and promotional material for farmers market, social media and general use
- Created marketing plan for organization to follow

## SKILLS:

- Adobe Creative Cloud
- Canva
- HTML/CSS
- Associated Press Style
- Photography with Cannon DSLR camera
- Social Media
- Content Management Systems
- Microsoft Office

## INVOLVEMENT:

- Lee County Young Farmers
- Auburn University Young Farmers
- Auburn Ag Communicators of Tomorrow