

Mary Kendall Dixon

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OBJECTIVE:

To promote agriculture as an industry and the men and women who work in it by using written and verbal skills, my outgoing demeanor, passion for the industry and belief in its bright future

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 2,000+ people
- Write monthly on timely topics for monthly newsletter
- Generate content and create monthly newsletters and updates reaching 636 people
- Design marketing and promotional material for monthly webinars and various Extension programs
- Promote the 2017 Alabama Forage Conference on social media reaching 1,000+ people
- Promote the 2018 Deep South Stocker Conference and update website: www.deepsouthstocker.org

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

- Generate content and manage farm Facebook page reaching 1,000+ people
- Designing and building farm website: www.dixonangusfarm.com
- 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-December 2017)

- 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 Ag Alumni Mentoring Program