



McKensey Richmond Domas

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Whitworth University | Spokane, WA | 2014 - 2018

B.A. Communications, Visual Communication Minor, 3.85 GPA Magna cum laude

Known for being:

Creative	Goal-driven	Self-starter
Dedicated	Innovative	Solutions-oriented

Skills include:

Branding	Graphic Design	Strategic Communication
Content Curation	Paid Media	Targeted Marketing
Digital Engagement	Project Management	Web Design
Email Marketing	Social Media	Copywriting/Editing

Engagement Specialist | Thrivent | 2020 - Current

- Marketing and communications lead for a 10-state region of a 501c8 Fortune 500 company dedicated to helping people live generously.
- Curate and manage paid media, email marketing, social media, newsletters, graphic design, direct mail, and web development.
- Drive regional brand awareness, engagement, and lead generation through virtual and hybrid events.
- Strategic initiative project manager driving unique member engagement and prospecting activities.
- Campaigns and practices regularly adopted by corporate partners. Awarded for best strategic campaign in 2022.

Owner & Artist | Modern Vintage by McKensey | 2021 - Current

- Create and design retro-inspired artwork and unique products.
- Vend at markets and events, fostering client relationships and customer service.
- Curate creative marketing content tailored to my audience.
- Manage Instagram, Etsy shop, and accounts with boutique shops.

Owner | Richmond Productions - Events Services | 2018 - 2020

- Events include corporate employee appreciation, themed celebrations, nonprofit fundraisers, and destination management activities.
- Clients include Washington State University, Netflix, Google, Relevé Unlimited, Hillrom, Beyond Pink, and more.
- Networking, sales, marketing, budgeting.

Project Manager | Beyond the Pines - Student PR Agency | 2016 - 2018

- Led small teams in public relations projects for local non-profits.
- Client relations manager.
- Projects included web design, brand analysis and development, promotional material creation, and event planning.