




AMY MCKAIG

DIGITAL CONTENT COORDINATOR

CONTACT

 248-225-3884
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 Troy, Michigan 48083

EDUCATION

BA, ADVERTISING

Michigan State University

PROJECT HIGHLIGHTS

Mobile App Design, Test, and Launch
Print Newsletter Redesign
Website Migration
Township Strategic Plan

SKILLS

Digital Design
App Management
Creativity
Teamwork
Collaboration
Attention to Detail
Problem-Solving
Computer Literacy

SUMMARY

I am a marketing professional with 15+ years of experience creating and distributing all forms of digital and print media for local government in order to enhance quality of life for the community.

EXPERIENCE

DIGITAL CONTENT COORDINATOR

Bloomfield Township

2023 - Present

- Manage website content to remain timely, user-friendly, accessible, and on brand.
- Manage content and engagement across multiple digital platforms including website, mobile app, social media channels, electronic newsletters, cable tv bulletin boards, and lobby televisions.
- Design layout of print newsletter, brochures, app graphics, social media graphics, and various other promotional materials.
- Regularly collaborate with other departments to develop communication plans that promote their department initiatives.
- Monitor analytics to improve traffic and engagement on all channels.
- Stay up-to-date on industry trends and best practices in web content management.
- Train and mentor junior content team members.

COMMUNITY AFFAIRS ASSOCIATE

City of Troy

2018 - 2023

- Digital and print communications.
- Community engagement at City sponsored events.
- Collaboration with sponsors, nonprofits, and community groups.
- Developed campaigns for City sponsored events.
- Tracked success of campaigns and events.