

Makenzie Jones

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EDUCATION

The University of Tennessee at Chattanooga

August 2018-May 2022

Graduate

Master's in Business Administration

May 2022

Undergraduate

BA and BS Double-Major in Communications and Sports, Outdoor Recreation, and Tourism

Graduated August 2020

GPA 3.962

EXPERIENCE

Personal Trainer at Life Time

July 2024-Present

- Conduct consultations with prospective clients to advise them on their health and fitness journey and how Life Time can help them reach their goals
- Train clients in the club, focusing on proper form and personalized programming to help the individual work in the ways most appropriate for them
- Provide workout programming on the Life Time app to supplement clients' training outside of their time with me. This also includes healthy habits, nutritional guidance, and encouragement.
- Administer Active Metabolic Assessments, providing clients with individualized heart rate zones, VO2max scores, calorie burn and heart rate data, and corresponding workout plans
- Teach SPARQ classes, helping kids develop skills for sports and strength for life
- Lead small group fitness workouts, providing a safe and motivating environment for group workouts
- Assist administration with special events, including set up, take down, and execution
- Collaborate with other departments and administration on social media content and promotions
- Service a golf-focused strength, power, mobility, and injury prevention program, notably as the club's only golf-specific certified trainer

Social Media Manager for INFINIT Nutrition

June 2024-July 2025

- Manage company post schedule and communications on social media platforms – Facebook, Instagram, X, LinkedIn, TikTok – using Later
- Contribute to company marketing calendar and execution of activities
- Monitor trends and competitors and report useful activity
- Create campaigns that engage INFINIT's audience, support brand identity, and increase brand awareness
- Monitor mentions, hashtags, tags, and analytics and interact with users and customers
- Coordinate with influencers to promote campaigns and products through showcasing the brand in action with real-life users

Assistant Director of Media Relations – Mercer University Athletics**August 2023-June 2024**

- Serve as primary contact for men's basketball, baseball, volleyball, and cross country
- Prepare game notes, preview stories, and gameday graphics with Photoshop and InDesign before all events
- Set up game stat keeping with NCAA Live Stats and StatCrew
- Create game programs and event timelines, coordinate with visiting media for all home events
- Cut video clips and post live updates to social media during game action
- Prep and escort coaches for postgame interviews
- Recap games for the web and social media
- Research stats for athletics media and marketing use and to assist coaches with inquiries
- Assist with weekly press conferences throughout football and basketball seasons
- Organize department media and information for simplified navigation

Public Relations Assistant with the Jacksonville Jaguars**July 2022-May 2023**

- Manage post-practice and post-game player interviews on the field and in the locker room
- Manage postgame media and player interviews on the field and in the locker room
- Organize media parking and credential distribution for home games
- Assure the press box is organized and running smoothly before and throughout game days
- Gather and distribute postgame stats to media and coaches
- Update player bios and team record books on NFL OMG following each game
- Write press releases and media advisories for team announcements and events
- Coordinate with various departments in the organization to develop and execute media and operation plans
- Attend events and appearances with players to assist them and the host
- Coordinate with various Jaguars departments to formulate media plans
- Create press box notes and postgame notes using InDesign for the media before and after games
- Document roster transactions on NFL OMG
- Navigate StatsPass and Pro Football Reference to find stats for the weekly release and other weekly needs
- Prepare prep sheets for coaches before their press conferences
- Oversee on-field media pre-game
- Oversee media on the sidelines during open periods of training camp, season, and postseason practices
- Compile and distribute daily clips email of media related to the team
- Assist in and transcribe press conferences

Media Assistant with UTC Athletics Communications**August 2020-May 2022**

- Assist in the press box during home football games with stats, player participation, social media, and quotes from post-game press conferences
- Plan and carry out engaging social media posts for the men's and women's cross country and track teams
- Edit photos and videos for various teams' content
- Work with the SIDs to generate ideas for content
- Enter data into records and on GoMocs.com

Southern Conference Student Athlete Advisory Committee (SAAC) Executive Board Member and UTC SAAC Member and Social Media Manager**August 2020-May 2022**

- Coordinate with athletes among all sports and across conference SAAC members to address issues and coordinate activities
- Promote social media campaigns across sports with the student athletes
- Take photos, videos, and edit to create content
- Plan and help execute student athlete events and service projects both on and off-campus
- Share conference and school news and feedback between the two organizations

Southern Conference Representative to the NCAA Convention

January 2022

- Chosen by the Conference administration to represent the SoCon athletes at the annual three-day convention at the NCAA headquarters in Indianapolis.
- Discussed current issues and proposed rule changes/implementations for the NCAA with other DI representatives and NCAA liaisons
- Voted on legislation and gave feedback on proposals
- Attended the debate on the revised NCAA Constitution and addresses by the NCAA president and updates from various committee leaders
- Met with college ADs, presidents, and conference commissioners to discuss current issues on our campuses and in our conferences and how these can be improved upon for college athletics as a whole

Intern with UTC Athletic Performance

January-May 2022

- Assist in quality control of lifting and conditioning workouts
- Assist injured athletes with modified workouts
- Set up and break down equipment for training in the weight room and practice field and court
- Motivate and instruct athletes during their training
- Plan and set up post-workout nutrition and hydration for the athletes with the campus dietician
- Assist with NFL Pro Day

Coach at NC State/Adidas All-American Cross Country Camp

July 2021

- Coach high school athletes from across the country
- Coordinate with coaches for their teams' and athletes' training and gave advice on training runs and plans, as well as drills and strength training
- Run with the athletes on morning runs
- Guide workouts at the track
- Lead strength, conditioning, core, stretching, mobility, and form drills
- Meet with athletes in small groups and one-on-one to answer questions and give tailored feedback

Intern with UTC Athletics Communications

December 2019-May 2020

- Update stats, Twitter, and event programs during the Southern Scuffle wrestling tournament
- Attend post-game press conferences for men's and women's basketball and wrote up quotes for website articles
- Sit at the courtside media table during men's and women's basketball for stats, photos, social media, and assisting the local media teams and visitors SIDs
- Write pre-season articles for tennis and track
- Enter data into all-time records and archives
- Enter game stats into StatCrew
- Work on the back end of the GoMocs.com site for rosters, photos, game results, schedules, and articles
- Edit photos in Photoshop for rosters, game recaps, and graphics

- Keep score and entered stats in StatCrew at tennis matches

Speaker on the Southern Conference SAAC “Power of Your Platform” Panel

January 2021

- Chosen by the Conference Diversity, Equity, and Inclusion Task Force to speak alongside three other student-athletes and one former NFL player to share our insights and experiences from athletics into broader issues of the community

OTHER RELEVANT EXPERIENCE

Hubspot Social Media Marketing Certified

July 2023

Hubspot Inbound Marketing Certified

November 2021

NASM Certified Personal Trainer

March 2021-Present

Golf Fitness Specialist

March 2023-Present

Bartender at Chattanooga Lookouts Baseball Stadium

April-May 2022

UPS Store Associate

November-December 2021

Tutor and Academic Coach for UTC Athletics

January 2019-May 2022

Tennessee Conservative News Contributor

January-September 2021

UTC 2021 Women’s Leadership Academy Member

February-May 2021

Blog Intern at Athlete Network

May-August 2019

Middle Tennessee Health and Wellness Magazine Contributor

Nashville, TN, April 2017-March 2019