

Mackinley Cannon

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Social Media: @mackinleycannon

Summary:

Energetic and hard-working, with a drive to constantly challenge myself and expand my knowledge. Eager to support the Utah film industry and its beautiful and unique scene. Excited to bring my skills to the table and contribute to the beautiful community. I am a sponge when it comes to learning anything new. I am a quick learner, a team player, positive, collaborative, communicative, and proactive with the work I do!

Set Experience:

Dancer/PA | Jolene (Short Film)

- Dancer and assisted in creative direction of the short film and choreography choices within the piece. Guided dancers with cleaning and placement with cameras.

Dancer/PA | Sean Canon “Super Love”

- Learned choreography in rehearsals and set the pieces at the location. Worked with different cameras for positioning and angles for the video. Partnered with main dancers to make sure “background” dancers knew their places throughout the film and timing.

Dancer | Aaliyah Rose “Better When I’m Dancin’”

- Learned choreography in rehearsals and set pieces to film at the location. Spent time cleaning and setting routines in different locations on set, and making sure we highlighted the artist.

Dancer | Aaliyah Rose “Thriller”

- Filmed our set outside and had to work with weather, sunlight, and a short time-frame. Collaborated with other dancers to bring the story to life.

Other Work Experience:

Assistant Manager/Social Media/Sales Rep | Orangetheory

2023-Current

- Create and plan social media and media content to share our brand through photos, videos, stories and reels on brand with Orangetheory.
- Plan events, partnerships and marketing campaigns with local businesses to bring in more clients.
- Contact leads and members through calls, social media, texts and emails to get scheduled for classes and memberships.
- Understand goals and meet clients where they’re at to provide a top-notch experience at our studio.
- Solve problems and create solutions for members and clients.

Care Manager / Sales Associate | Simplicity Laser

2022-2023

- Communicate with laser clinics across the country about schedules, clients and news within the company.
- Listen to client needs and goals, to provide options to suit their treatment desires.
- Solve client issues and concerns through emails, phone calls and texts.
- Advertise discounts and promotions through social media and local events.
- Talk with clients during high traffic office hours through outbound and inbound calls.
- Work with other care managers to create goals and motivate one another to reach them

Education: BS Public Relations and Strategic Communications | Utah Valley University