

MCKENZIE ELYSE HAGERSTROM

Media, Marketing & B2B Sales Professional

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PROFESSIONAL SUMMARY

Media, marketing, and sales professional with 5+ years of experience across content strategy, B2B media, and revenue-facing roles. Experience spanning multiple functions and industries supports a strong understanding of customer needs. Track record in B2B sales, viral media production, and brand marketing, with a focus on accountability, innovation, creativity, and communication.

CORE COMPETENCIES

Media & B2B Content Strategy | Sales Enablement & Case Studies | Consultative & Relationship Selling | Account Management & New Business Development | Design & Creative Media Production | Thought Leadership & Executive Content | Messaging & Positioning Frameworks | SEO & GEO | Landing Pages & Campaign Assets | SME Interviewing & Discovery | Performance Analytics | AI-Assisted Content Production

TECHNICAL SKILLS

Content & CMS: WordPress, Webflow, Squarespace, DNS Management, Web Hosting

Marketing & CRM: HubSpot, Salesforce, Mailchimp

SEO & Ads: Google Ads, Google Workspace, Meta Business, Google Analytics

Project Management: Notion, Monday.com, Asana, Slack

AI & Production: ChatGPT, Claude, Claude Design, Claude Code, Figma, Canva, Adobe, CapCut, Frame.io, Loom

PROFESSIONAL EXPERIENCE

Marketing Consultant & B2B Content Strategist Dec 2020 – Present

Elysian Digital — Remote

- Win and retain a portfolio of B2B and B2C clients through consultative, relationship-driven selling — effectively running an independent B2B sales pipeline as a freelancer.
- Lead end-to-end content strategy: editorial calendars, briefs, blogs, landing pages, newsletters, and thought leadership that drive brand positioning and lead generation.
- Deliver end-to-end creative and visual work, including brand marks, identity systems, graphic elements, print media, and full website design and development in WordPress.
- Conduct SME interviews and content audits to sharpen messaging, SEO performance, and content ROI across the buyer journey.
- Integrate AI tools across research and drafting to increase output velocity without sacrificing voice or editorial integrity.

Content Manager & Copywriter Sep 2023 – May 2024

Formula.Monks — Remote

- Authored approximately 15 in-depth case studies from 45+ interviews with engineers, product managers, and senior account executives, translating complex technical systems into business narratives that supported enterprise sales.
- Developed a case-study-based sales training program that achieved 80% satisfaction across internal stakeholders.
- Redefined brand voice post-merger, delivering cohesive messaging across web, sales, and campaign content.

Producer / Video Operations Lead Mar 2022 – Sep 2024

MrBeast (YouTube & Amazon Prime) — Greenville, NC & Toronto, ON

- Built workflows for technical media production spanning multiple teams, establishing core admin and project management protocols that supported complex video projects with a combined view count exceeding 673,572,482.

Beverage Sales Representative Mar 2021 – Mar 2022

Vin Sauvage — Las Vegas, NV

- Managed approximately 70 B2B accounts across multiple territories and developed 20+ new accounts through consultative, relationship-driven selling.

INDUSTRIES

Technology & SaaS | Healthcare | M&A Advisory | Viral Media Production | Wellness & Lifestyle | Hospitality | Food & Beverage (B2B)