

# Kevin MacKenzie

**Account Manager (Practice Area Lead: Social Media) at Marshall Fenn Communications**

Toronto, Canada Area, ON, CA

Experienced Digital & Social Media Strategist

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## Biography

I help organizations design and implement social media strategies that support marketing, communications and brand objectives. My current role includes responsibility for all of Marshall Fenn's social media service offering. I work with our clients to develop strategy, policy and protocol, integrate marketing programs to social, and general direction on usage and best practices. With over 15 years experience working with clients across multiple verticals, I love working with clients to design digital solutions that support business objectives and improve the bottom line. Vertical Experience: finance, insurance, consumer goods, consulting, technology, travel, retail

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## Availability

Moderator, Panelist, Workshop, Corporate Training

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## Industry Expertise

Social Media, Public Relations and Communications, Advertising/Marketing, Staffing and Recruiting

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## Areas of Expertise

Social Media Marketing, Marketing Strategy, Digital Marketing

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## Education

**York University - Glendon College**  
BA Honours Translation

**York University - Glendon College**  
Certificate Technical Writing and Business Communications

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