

# MCKENZIE WALKER

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## EDUCATION

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### **Bachelor of Science in Commerce and Business Administration, May 2022**

*The University of Alabama, Culverhouse College of Business, Tuscaloosa, AL*

Dean's List: Fall 2018, Spring 2019, Spring 2020, Fall 2020

Major: Marketing  
Major GPA: 3.8/4.0

Specialization: Real Estate  
GPA: 3.6/4.0

## RELEVANT COURSEWORK

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Buyer Behavior, *Fall 2020*

Personal Selling, *Fall 2020*

Real Estate Principles, *Spring 2021*

Real Estate Management, *Spring 2021*

## RELEVANT EXPERIENCE

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### **Sales Intern, June 2020-April 2021**

*Keller Williams Realty, Tuscaloosa, AL*

- Fostered client relations through needs based on their house feature performances
- Utilized Excel to create documents to track and maintain accurate customer information
- Helped contribute to office efficiency by properly fielding calls and filing paperwork in a timely manor

### **Organizational Theory and Behavior (MKT 300), Spring 2019**

*Class Project, The University of Alabama, Tuscaloosa, AL*

- Researched an existing product that had the potential to be modified and determined the product's profitability and marketability
- Collaborated with five team members to compose final report and recommendations using Excel and PowerPoint
- Strengthened public speaking skills over web-based platforms by presenting the material via Zoom presentation

## ADDITIONAL EXPERIENCE

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### **Salesclerk, January 2019-April 2019**

*Perfect Touch, Tuscaloosa, AL*

- Assisted with the delivery reception, product unpackaging, and merchandise organization on a weekly basis
- Provided superior customer service to customers during the product selection and checkout process
- Helped facilitate communication in relation to inventory and account balances between the two storefront locations

## LEADERSHIP EXPERIENCE

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### **Pre-Recruitment Committee, October 2019-May 2020**

*Alpha Gamma Delta, The University of Alabama, Tuscaloosa, AL*

- Served as a committee member for all pre-recruitment events, which included participating in recruitment workshops and discussing procedures pertaining to recruitment logistics
- Disbursed potential new member information to active members in an effort to increase member involvement levels for the recruitment process
- Helped manage the social media interaction of Alpha Gamma Delta when interfacing with potential new members

## HONORS & ACTIVITIES

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American Marketing Association, *Aug 2020-Present*

Culverhouse Real Estate Society, *Jan 2021-Present*

Recipient of UA Alumni Scholarship, *Fall 2018*

## VOLUNTEER SERVICE

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UA Dance Marathon Volunteer, *Aug 2018-Present*

BelieveUA Mentor, *Aug 2020-Present*

5<sup>th</sup> Quarter Volunteer, *Aug 2018*