

MCKENZIE LANE

SOCIAL MEDIA SPECIALIST



Meet McKenzie! An Allen, Texas native, McKenzie is a 2020 graduate of the University of Oklahoma and moved back to the Dallas area to join our team last August. She creates content for and manages all of our social media accounts, as well as making marketing materials for emails, advertisements and other campaigns. McKenzie is also DAR PRO's photographer and even helps bring our mascot, Phillup T. Tank to life at times. In the words of her team, McKenzie is hardworking and approachable, and she is never shy about asking questions to gain a better understanding of the challenge in front of her.

Learn more about McKenzie below!

Q: What is your favorite part of your job?

A: It is getting to interact with a bunch of people. The reason why I pursued a career in this field is that I love to create things, but I also enjoy getting to know people and talking to them. One part of my job is doing these spotlights and I really enjoy it. I have gotten to talk to over 30 people at the company and have learned about their stories and their positions. I love hearing about what they like and dislike. I truly feel like there is no one you can't be friends with once you know their story.

Q: How would you describe your work style?

A: I think what defines me as a worker is that I am big on collaboration. I like working in groups and running ideas by people. I can ask a lot of questions because I want to make sure I do the best job I can do. I have been told my whole life that I ask a lot of questions. I just want to have a full understanding of what is going on and get different perspectives on things.

Q: How would you describe your team in three words?

A: Helpful, supportive and funny. We make each other laugh and everyone has good, unique senses of humor. Everyone is willing to drop everything and help out, which is nice.

Q: What do you like to do outside of work?

A: Lately I have been running a lot. A goal I want to accomplish is to run a 5K. I know that sounds simple, but I grew up dancing and there is not a lot of crossover in training. I am someone that is very active and likes to be outside. I love to read too, and I listen to music at all times.

Q: What is your favorite fried food?

A: I can't eat them much anymore, but I love French fries. Shake Shack has the best.