

# Mitch Mitchell III



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## SUMMARY

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- Four years' experience with social media marketing and administration in membership, low-budget and non-profit atmospheres.
- Two years' experience in event coordination and planning for a non-profit membership association.
- Six years' experience in various marketing, advocacy and news copy creation.
- Proficient in: HTML; CSS; Wordpress; Drupal (front-end); moderate-jQuery; Adobe Web Suite; Dreamweaver; Photoshop; Serena Collage CMS; Ooyala Backlot; vBulletin; CoverItLive live-event software; Constant Contact, Sitecore, Google Tag Manager

## EMPLOYMENT HISTORY

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MIL Corporation  
*Contracted to the International Trade Association  
U.S. Commerce Department*

Washington D.C.  
*July 2015 – Present*

- Created and coordinated digital displays for the SelectUSA Summit, an international event attended by the President and U.S. Secretary of State.
- Maintained a more than 5,000 page site for the U.S. Government.
- Was lauded for my work in creating a digital presence for a massive Department of Commerce effort.
- Worked with more than six offices to create or reskin pages about their work.
- Utilized Google Tag Manager on Trade.gov, allowing full use of Google Analytics across the site.

AnBer Agency  
*Subcontractor*

Mt. Airy, MD  
*June 2014 – Present*

- Subcontracted to perform social media marketing and web design for various clients.
- Created and wrote email copy for clients.
- Edited and coded wordpress sites for local clients using both hand-coding and plugins to attain best practices.
- Created mobile-responsive websites using wordpress from raw photoshop files.

Aircraft Owners & Pilots Assoc.  
*Social Media Mgr. / Web Prod. Assoc.*

Frederick, MD  
*Jan. 2010 – Dec. 2012*

- One-man social media team, charged with unifying brand and creating distinct voices for multiple accounts.
- Advised and helped implement and code social media aspects of AOPA's "Storm Week". This culminated in a live webinar, with chat function, with aviation experts that reached nearly 1,000 views and commenters.
- Created and coded the presentation page for a monthly "Chat with the Editors" for Flight Training magazine. These featured famous aviation panelists, and utilized CoverItLive. These chats averaged 200 views and 121 active participants per event.

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- Nearly tripled Flight Training's fanbase from 3,000 to nearly 12,000, and nearly doubled the fanbase for the main AOPA page from 12,000 to more than 22,000 over the course of a year.
- Coded facebook sneak peek preview tabs for AOPA Flight Training Magazine, along with a special offer page.
- Created an interactive page for users to view if their elected representative is part of a caucus using a google map applet.
- Created Wordpress blogs, managed members-only forums and Social Media "SEO" widgets on AOPA's websites to support the association's marketing and membership outreach programs.
- Created "Most Viewed/Shared/Read" widgets to appear on various pages on the AOPA website.
- Coded and laid out approximately 20-30 articles a day using HTML, CSS and various multimedia/interactive elements.
- Redesigned state advocacy pages using the adobe suite for better interactivity and appeal.

Aircraft Owners & Pilots Assoc.  
*Public Relations Assoc.*

Frederick, MD  
*June 2008 – Dec. 2009*

- Created and coordinated creation of event displays using Adobe suite.
- Aided in signage and giveaway content creation for events.
- Drafted first copies of talking points, speeches and releases in a non-profit setting.
- Attended and created event messages and themes, presence at a well-known aviation event.

## OTHER EXPERIENCE

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Maryland Live! Casino  
*Poker Dealer and Table Games Dealer*

Hanover, MD  
*April 2013 – April 2015*

## EDUCATION AND HONORS

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### **Hood College**

Bachelor of Arts – Double Major  
Business Management / Psychology  
Emphases in Public Relations and Developmental Psychology

**Frederick, MD**

2009

### **Dale Carnegie, Mid-Atlantic**

Certificate of Completion

2004

### **Boy Scouts of America**

Eagle Scout

2003