



Eugene Mitchell III

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SOCIAL MEDIA / WEB DESIGNER – MARKETING & ONLINE COMMUNICATIONS EXPERTISE

- ⦿ Creative web design, marketing, public relations, and online communications specialist with more than eight years of experience.
- ⦿ Highly committed to increasing business, organizational reach, and online traffic via innovative and high-impact presentations across diverse media channels.
- ⦿ Combines strong technical and strategic planning acumen to enhance engagements, audiences, and user journeys.
- ⦿ Effectively communicates technical concepts to all levels of business and management professionals.

CORE COMPETENCIES

Web Development • Requirements Definition • Product Management • Event Planning
Content Management • Audience Development • Data Management • Social Media Marketing
Graphic Design • Advocacy • Regulatory Compliance • Webinars • Cross-Functional Collaboration
UX/UI Design Documents • User Testing • Public Relations (PR) • Social Engagements • Nonprofits

PROFESSIONAL EXPERIENCE

WEB DEVELOPER – SHAREPOINT SPECIALIST, CONTENT MANAGEMENT

Zentek Consulting

Nov. 2018 – Present; Washington, DC

Contracted to United States Attorney's Office within the U.S. Department of Justice to aid in delivery of informational and related documents to help U.S. Attorney Districts in their efforts.

Select Accomplishments:

- Introduced to Sharepoint 2013 Server and related technologies to create various sites and sections to display webinars and related information.
- Targeted specific media coverage and related items (such as interviews and editorials) to share within the USAO of the work done in other districts by other U.S. Attorneys.

FREELANCER – SOCIAL MEDIA, WEB DESIGN, CONTENT MANAGEMENT & CREATION

Freelancer

Feb. 2014 – Present; Frederick, MD

Subcontracted to deliver social media marketing and web design services to a wide range of clients. Author email copy and high-impact online content with strong focus on target audiences.

Select Accomplishments:

- Conducted comprehensive and common-sense site audit and recommendation one-pagers for a large chemical company.
- Developed marketing segment that achieved 18% click through rate to desired content.
- Raised online traffic by converting non-responsive websites via enhanced user experience and implementation of cost-effective solutions, utilizing WordPress and Photoshop.

JUNIOR SALESFORCE DEVELOPER

MIL Corporation

April 2017 – April 2018; Washington, D.C.

Transitioned to International Trade Association's Office of the CIO to aid in salesforce development.

Select Accomplishments:

- Supported development of Salesforce-based system that paired US businesses with international developers to promote US Industry.
- Planned and implemented data migration, manipulating extensive database information across sandbox and production servers.

WEB DESIGNER, CONTENT MANAGER

MIL Corporation

July 2015 – March 2017; Washington, D.C.

Hired to support International Trade Administration's Office of Public Affairs web and administrative operations, and was later selected to take on major project.

Handled timely and accurate publication of press releases. Effectively maintained 5,000+-page site for US Government, including web properties for various committees and advisory panels. Performed data management and migration as well as training, quality assurance, and stakeholder presentations.

Select Accomplishments:

- Developed digital display for commerce-sponsored international business conference attended by top government leaders, including President Obama, Secretary of State – Kerry, and international leaders.
- Awarded Department of Commerce's "Rising Star" performance award for development and implementation of International Trade Administration's Global Steel Monitor website.
- Implemented instance of Google Tag Manager and Google Analytics to spearhead information/website analytics gathering and content auditing.

SOCIAL MEDIA MANAGER & WEB PRODUCTION ASSOCIATE

Aircraft Owners & Pilots Association (AOPA)

Jan, 2010 – Dec. 2012; Frederick, MD

Spearheaded social media operations focused on boosting impact and reach of online content through accounts consolidation. Coded social media strategies, including sneak peek previews and special offer pages as well as interactive user pages, blogs, multimedia elements, and search engine optimization (SEO) widgets in support of marketing and membership outreach programs.

Select Accomplishments:

- Played key role in achieving 1,000+ views and commenters in four hours through implementation of social media aspects of organization's Storm Week piloting safety coverage, encompassing live webinar and chat function for connecting with aviation experts.
- Collaborated in achieving impressive average of 200 views and 120+ participants per Chat with the Editors events held monthly for Flight Training magazine. Produced and coded presentation page for monthly featuring of famous aviation panelists, utilizing CoverItLive and averaging 20-30 articles daily.
- Increased Flight Training's fan base from 3,000 to 12,000 as well as doubled fan base for main AOPA page from 12,000 to more than 22,000 in one year via regular postings and leveraging of content on web and magazine properties.
- Developed most viewed, shared, read widgets to appear on various pages on the AOPA website, which resulted in improved social experience.
- Enhanced interactivity and appeal of state advocacy pages via redesign – improving access to state representatives for tackling of aviation issues.

TECHNICAL SKILLS

HTML • CSS • Dreamweaver • Photoshop • WordPress • Google Tag Manager • Adobe Web Suite
 Moderate-jQuery • Content Management Systems • Ooyala Backlot • vBulletin • CoverItLive Software
 Sitecore • Drupal (front-end) • Constant Contact • Sharepoint 2013 (<1 Year)

EDUCATION

BACHELOR OF ARTS – DOUBLE MAJOR IN BUSINESS MANAGEMENT & PSYCHOLOGY – Hood College; Frederick, MD

- Graduated in 2009
- Focus on Public Relations and Developmental Psychology.