

# NICOLE MITCHELL

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## PROFILE

Social Media Manager and Strategist with 7+ years of experience in marketing, creative direction, and social media.



## SKILLS

**SOCIAL MEDIA STRATEGY**

**CREATIVE DIRECTION**

**ADVERTISING & BRANDING**

**PHOTOGRAPHY**

*Trained in Canon EOS system*

**PROJECT MANAGEMENT**

**MAC OS X**

**ORGANIZATION**

**CUSTOMER SERVICE**

## AREAS OF EXPERTISE

**ADOBE CREATIVE CLOUD SUITE**

*Photoshop*

*Lighroom*

*Illustrator*

*InDesign*

*Premiere Pro*

**GOOGLE WORKSPACE**

**SLACK**

**HOOTSUITE & LATER**

*Social Media Scheduling Platforms*

## EDUCATION

**SAVANNAH COLLEGE OF ART AND DESIGN**

2019 – 2022

B.F.A., Social Strategy and Management | Savannah, GA

## WORK EXPERIENCE

**MARKETING AND COMMUNICATIONS MANAGER**

DANCEMAKERS OF ATLANTA, INC. – [DANCEMAKERSOFATLANTA.COM](https://www.dancemakersofatlanta.com)

2017 – Present

- Deploys social media content for Instagram (@dancemakersatlanta) and Facebook and provides marketing strategy for other mediums
- Developed the business's updated website; maintains branding through all brand materials
- Monitors social posting calendars for timely and accurate distribution

**MEDIA RELATIONS COORDINATOR**

JAZZ MUSIC AWARDS – [JAZZMUSICAWARDS.COM](https://www.jazzmusicawards.com)

2022

- Coordinated pre and post awards red carpet media
- Created media kits and tip sheets for Media, Partners, and Staff of Festival for distribution
- Managed media requests for representatives and coordinating communication between media outlets and agency of record
- Organized key influencers and celebrities on the red carpet

**PUBLIC RELATIONS INTERN**

BRONZELENS FILM FESTIVAL – [BRONZELENS.COM](https://www.bronzelens.com)

2019, 2022

- Created media kits for Media, Partners, and Staff of Festival for distribution
- Curated daily newsletters via MailChimp™ for mass distribution during festival deadlines
- Managed media requests for representatives and coordinating communication between BronzeLens and agency of record
- Organized key influencers and celebrities on the red carpet

**SOCIAL STRATEGY DIRECTOR**

THE MANOR – [SCADMANOR.COM](https://www.scadmanor.com)

2021 – 2022

- Collaborated and communicated with Editors Staff on all tasks to help produce creative multimedia content for Manor's social platforms
- Developed and executed comprehensive social media strategies and content calendars to monitor and optimize social media content on Instagram and Tik Tok
- Created, established, and lead a team of social media-savvy staff to coordinate how to capture quality content for blog's social media

**BRAND STRATEGY INTERN**

ARULIDEN – [ARULIDEN.COM](https://www.aruliden.com)

2021

- Collaborated with staff on various brand projects and provided valuable insights as a member of the Generation Z audience
- Utilized skills in social media to create an audit of the agency's social media presence and recommended room for improvement
- Conducted audience research for various brands and delivered strategy to emphasize the craft of brand storytelling