

Anquita Mitchell

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EXPERIENCE

Mitchell Management Group

Atlanta, GA

Sr. Social Media Content Producer/Optimization Analyst

April 2020 - Present

- Strategize optimizing marketing growth for **7+** clients simultaneously using skills such as Search Engine Optimization (SEO), and Customer Relationship Management (CRM) on department websites, leveraging customer retention by **25%**.
- Collaborate with senior management on **3** marketing campaigns, per calendar month, increasing sales revenue by **39%** and followers' engagement by **40%** monthly on average over a period of **10 months** with a **\$1,000** monthly budget.
- Produce **5+** digital and print content weekly with Photoshop for service and event promotion that includes but is not limited to flyers, videos, photos, audios, animations, flyers, posters, newsletters, emails, and press releases; collaborating with department leads to verify and keep all content information up to date and increase traffic by **10%** on social media.

Executive Administrative Assistant

August 2018 - March 2020

- Supported **7** executives and **49** staff members as an administrative and clerical supervisor, providing supervision of **200+** data entry projects using software such as Excel and compiling data for future reports while maintaining records on file.
- Spearheaded projects that gathered data from a variety of documentation to prepare reports, brochures, newsletters, and meeting minutes on behalf of the organization and disseminated all content within designated timeframes.
- Chaired operations such as but not limited to calendar/travel management and responds to inquiries for all executives.
- Managed a training expense budget of **\$18,000** across **2** departments for **3 weeks** while stationed in Tokyo, Japan.

The Young Executives Foundation, Inc.

Atlanta, GA

Director of Public Relations

July 2017 - January 2019

- Orchestrated community outreach programs every **2 months** that catered to different demographics across all Metro Atlanta areas by researching and securing venue locations, dates, staffing, volunteers, and sponsorships needed.
- Developed correspondence pipelines to local influencers and sponsors to perform public relations and promote community outreach through monthly educational community events, activities, special events, expos, and contests.
- Generated and edited documentation of grant requests to secure funding for the organization with amounts up to **\$1,000**.
- Maintained brand image through social media by creating **3-5 posts/visuals** per week as a social media content producer.

Comcast/Xfinity

Atlanta, GA

Sales Consultant

January 2017 - September 2018

- Managed inventory levels of products & conduct data reporting of time-sensitive information to senior leaders.
- Adopted the practice of conducting surveys that prepares to collect input documentation for **9%** sales retention increases.
- Reversed the underperformance of the district by exceeding sales goals and collecting feedback by **30%** over **4 months**.
- Served as a liaison between external constituents and internal workgroups to bring the companies' strategic vision and established content procedures together by shaping the customer experience, using best practices.

EDUCATION

Georgia State | Completed 48 credits towards a B.B.A. in Marketing

August 2015 - July 2017

- GSU Journalism Association, Broadcast Communications Club, Governor's Honors Program

SKILLS

OS X | Windows | iOS | Android | Illustrator | Photoshop | Google Docs & Sheets | Mailchimp | WordPress | Final Cut Pro

Microsoft Office | Instagram | Facebook | Twitter | Tik Tok | Leadership | Event Planning | Networking | Communications