

Anquita Mitchell

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EXPERIENCE

Mitchell Management Group

Atlanta, GA

Senior Social Media Marketing Manager

August 2018 - Present

- Strategize and execute effective social media campaigns for 7+ clients, across all major platforms, that consistently lead engagement upward of **25%** quarterly and totaling **100K** + impressions.
- Curate **5+** weekly engaging social media marketing content and email campaigns, while simultaneously using website analytics tools like Google Analytics, to track performance KPIs and increase brand reach by **34%**.
- Produce, edit and publish highly-engaging Youtube content with compelling infographics, titles, thumbnails and accurate metadata for effective search algorithm compliance that leads to **34%** increase in brand awareness.
- Spearhead the development of **3** social media content calendars, increasing sales revenue for clients by **39%** and overall traffic by **60%**, using guerilla influencer marketing and Facebook Ads.

PhoneFit

Atlanta, GA

Operations and Digital Marketing Manager

July 2017 - January 2019

- Collaborated with internal teams to develop optimized plans for email marketing campaigns through Mailchimp, by managing buyer personas and website traffic metrics through landing pages, leading to an ROI of **67%**.
- Increased social media following by **800**, retaining **36%** reach, leading to sales revenue of **\$5,000** over **6 months**.

The Young Executives Foundation, Inc.

Atlanta, GA

Director of Public Relations, Marketing Management

July 2017 - January 2019

- Developed correspondence pipelines to social media influencers, **100+** sponsors, and stakeholders to perform public relations and promote community outreach events by utilizing written and oral content communication strategies.
- Maintained brand image with **3-5** social media content posts weekly to track post engagement and audience reach.

Comcast/Xfinity

Atlanta, GA

Sales Consultant

January 2017 - September 2018

- Served as a liaison between internal and external constituents, to bring the companies' strategic vision and established content procedures together by shaping the customer experience.
- Reversed the underperformance sales analysis of the district by exceeding sales goals by **30%** over **4 months**.

Bob Knows Repairs

Atlanta, GA

Marketing Director

June 2015 - October 2016

- Partnered closely with **10** vendors to identify sales and product placement opportunities that boosted customer engagement with a **13.3%** weekly online conversion rate increase of appointment leads.

EDUCATION

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

August 2015 - July 2017

Hubspot - Social Media Marketing | Online Certification

Issued July 2021

Hubspot - Inbound Marketing | Online Certification

Issued July 2021

SKILLS

Communications | Digital Marketing | Social Media Platforms | Photoshop | Illustrator | Tik Tok | Final Cut Pro X | Brand Development | Problem Solving | Critical Thinking | Professionalism | Energetic | Time-Management | Leadership Impact