

# MITCH LEONARD

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Social media professional with a proven record of building engaged social communities through new and innovative digital content.

## EXPERIENCE

### Account Executive

*Colle McVoy & Exponent PR*

**Jan. 2019 – Present**

*Minneapolis, MN*

- Create social strategies for major clients on a regional and national level with budgets starting at \$350k in order to exceed business objectives.
- Collaborate on the digital listening team to spot potentially threatening social conversations for national agricultural account while rising instances to the attention of client senior leadership and team members.
- Liaise between customer service team and main client for national outdoor retailer as community manager.
- Align insights and data to guide social content and executions to receive above benchmark results.
- Interact with brand partners on a regular basis to draft contracts and follow up on content deliverables.
- **Previous positions held:** Assistant Account Executive, Public Relations Intern

### Production/Social Lead

*2019 World Scout Jamboree, World Organization of the Scout Movement*

**Aug. 2017 – Aug. 2019**

*Glen Jean, WV*

- Oversaw strategy and content distribution of all communications to 45,000 Scouts for 12-day event.
- Effectively used a global team to translate all pieces into English, French, and Spanish through social media platforms, website, daily email newsletters, and mobile application.
- Managed daily operations to earn a total unique reach of 3.5M across all platforms.

### National Social Media Lead

*Order of the Arrow, Boy Scouts of America*

**Aug. 2015 – Dec. 2017**

*Remote Experience*

- Crafted social strategy resulting in 5% engagement rate among 7.5M unique Facebook users.
- Managed day-to-day operations by fostering the skills of 20 youth content creators.
- Grew Instagram following by 435%.
- Tracked influencer campaigns earning 7% overall engagement rate with 1.8M impressions.

## VOLUNTEER EXPERIENCE

### Social Hub, Men's Final Four

*National Collegiate Athletic Association (NCAA)*

**April 2019**

*Minneapolis, MN*

- Analyzed social conversation trends for opportunities to respond and engage with fans from @FinalFour.
- Listened for potential pain points that could be elevated to NCAA leadership.

## AWARDS

**Minnesota PRSA Classics Awards** – *Proof Alliance & Cub Cadet, Exponent PR*

**2020**

**IN2 SABRE Award Finalist** – *Proof Alliance, Exponent PR*

**2020**

**Eagle Scout** – *Boy Scouts of America*

**2012**

## SKILLS

**Audience Planning & Analytics Tools** (*Brandwatch/Crimson Hexagon, Platform Insights, Google Analytics*)

**Social Publishing Platforms** (*Hootsuite, Sprout Social, Tweetdeck, falcon.io*)

## EDUCATION

**Bachelor of Arts** in Public Relations and Interactive Digital Studies

*University of Northern Iowa*

**Dec. 2018**

*Cedar Falls, IA*