

MITCH LEONARD

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Education

UNIVERSITY OF NORTHERN IOWA

Expected December 2018

Bachelor of Arts in Public Relations & Interactive Digital Studies (double major)

Cedar Falls, IA

Work Experience

NATIONAL SOCIAL MEDIA LEAD – (REMOTE EXPERIENCE)

August 2015 – December 2017

Order of the Arrow — Boy Scouts of America

Irving, TX

- Managed content creation and execution of social media strategy resulting in 5% engagement rate among 7.5M unique Facebook users and 18% Instagram engagement rate.
- Optimized storyboarding process to achieve 2,650 impressions per tweet, increase Snapchat story viewership by 100% (600), and improve Instagram followers by 435% (9,000).
- Strategized with influencer Twitter accounts to earn 7% engagement rate with 1.8M impressions.

PRODUCTION LEAD

March 2016 – August 2017

2017 National Scout Jamboree — Boy Scouts of America

Glen Jean, WV

- Served as internal communications POC for Presidential visit by identifying online trends, monitoring social feeds, and responding to user inquiries via Facebook, Twitter, and Instagram.
- Collaborated with Boy Scouts of America Public Relations Team to implement strategic communications tactics regarding controversial rhetoric which received 562,000 impressions.

DONOR RELATIONS INTERN

Summer 2016, 2017

Mississippi Valley Regional Blood Center

Davenport, IA

- Saved 700 lives by facilitating social media promotions and donor recruitment for blood drives.
- Collected 125 units over one day drive by creating targeted social strategy and editorial calendar.
- Created [promotional video](#) for prospecting businesses to drives by interviewing five coordinators.

SOCIAL MEDIA MANAGER – (REMOTE EXPERIENCE)

August 2015 – January 2016

DareToDo

National Service Initiative

- Transformed success of [initiative](#) by facilitating content creation to trend #3 on Instagram nationwide, receive 1.4M hashtag views, and surpass 12.7M social impressions.
- Coordinated social engagement and interaction through established messaging strategy.

Skills

- **Analytical skills** as demonstrated by measuring campaign results to formulate actionable insights about content publishing and identify new opportunities as National Social Media Lead.
- **Organizational skills** with the ability to navigate ambiguous environments as demonstrated by being selected as the only youth member to implement communications tactics for a Presidential visit.

Involvement

- **Student Admissions Ambassador:** Guide weekly campus tour to prospective students and families.
- **Campus Activities Board:** Designed and executed up to 30 marketing campaigns per semester. Facilitated organizational rebrand including the creation of a [new visual identity](#).

Awards & Interests

- **Eagle Scout** (2012, Boy Scouts of America), **Best Publicity Campaign** (2016), **Best Logo Design & Multi-Color Poster** (2017, National Association for Campus Activities).
- **Interests:** New Taylor Swift, technology, @Wendys Twitter, eating pizza, [taking cheesy selfies](#), dogs.