

MITCH LEONARD

mitch@mitchleonard.com – (563) 249-1740 – mitchleonard.com

EDUCATION

University of Northern Iowa

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

Expected December 2018

Cedar Falls, IA

- Cumulative GPA: 3.5 / 4.0

Public Relations Campaign Plan – COMM PR 1811

- Used Adobe Creative Suite to design branded flyers, posters, tri-fold brochure and letterhead templates.
- Built brand awareness by creating fully integrated [public relations campaign plan](#) for local community client.

WORK EXPERIENCE

National Social Media Lead – (Remote experience)

August 2015 – December 2017

Order of the Arrow – Boy Scouts of America

Irving, TX

- Facilitated content creation across social platforms by fostering the skills of 25 team members resulting in 5% engagement rate among 7.5M unique Facebook users and 18% Instagram engagement rate.
- Achieved over 2,650 impressions per tweet, increased Facebook page likes by 22% and improved Instagram followers by 435% (9,000) through the implementation of a streamlined storyboarding process.
- Strategized with national leadership to employ smart content on their influencer Twitter accounts which averaged 7% engagement rate among 1.8M impressions in addition to tracking campaign trends.

Production Lead

March 2016 – August 2017

2017 National Scout Jamboree – Boy Scouts of America

Glen Jean, WV

- Led 10 person production team to facilitate content publishing via [CMS \(WordPress\) website](#) resulting in 820,000 pageviews over two-week span and email newsletter click-through rate of 36% (48% open rate).
- Served as internal communications POC for Presidential visit by identifying trends, moderating social feeds and fielding user inquiries with accurate information via email newsletters, social media and livestream broadcasts.
- Aligned and collaborated with Boy Scouts of America Public Relations Team to implement strategic communications plans and tactics regarding controversial rhetoric which received 561,962 impressions.

Donor Relations Intern

Summer 2016, 2017

Mississippi Valley Regional Blood Center

Davenport, IA

- Saved 700 lives (225 donors) by facilitating promotions, donor recruitment and storefront design for blood drives.
- Collected 125 units over one day blood drive by creating social media strategy and editorial calendar.
- Created [promotional video](#) for prospecting new businesses to host blood 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 nation-wide, receive 1.4M hashtag views and surpass 12.7M social impressions.
- Coordinated social engagement and interaction through established messaging strategy and hashtag.

SKILLS

- **Analytical skills** (Google Analytics, native platform tools) as demonstrated by making actionable analytics reports to guide content publishing and identify new opportunities as National Social Media Lead.
- **Interpersonal and organizational skills**, with the ability to navigate an ambiguous environment as demonstrated by being selected as the only youth member to implement public relations tactics for a Presidential visit.
- **Productivity** (Microsoft Office, Google Apps, Apple Apps), **Design** (Adobe Creative Suite, identity systems)

INVOLVEMENT

- **Student Admissions Ambassador:** Guide one-hour weekly campus tour to prospective students and families.
- **Campus Activities Board:** Designed and executed 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:** Brand storytelling, eating pepperoni pizza, technology, [taking cheesy selfies](#), user-first design, dogs.