

# MITCH LEONARD

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Social media strategist with a proven record of building engaged communities through new and innovative content. Willing to relocate to follow my passion for community management and challenging myself.

## EXPERIENCE

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### Public Relations Associate Intern

June 2018 – Present

AMPERAGE Marketing & Fundraising

Cedar Falls, IA

- Wrote and distributed [press releases](#), [biographies](#), [stories](#), and [social media content](#) for 10 diverse clients.
- Pitched 10 stories to media outlets receiving [local](#) and [regional coverage](#).

### National Social Media Lead – (Remote experience)

Aug. 2015 – Dec. 2017

Order of the Arrow – Boy Scouts of America

Irving, TX

- Crafted social strategy resulting in 5% engagement rate among 7.5M unique Facebook users.
- Ensured brand continuity through implementation of a streamlined storyboarding process.
- Grew Instagram following by 435%.
- Tracked influencer campaigns earning 7% overall engagement rate with 1.8M impressions.
- Accomplished 100% Snapchat story growth by conceptualizing brand voice and storytelling best practices.

### Production Lead

March 2016 – Aug. 2017

2017 National Scout Jamboree – Boy Scouts of America

Glen Jean, WV

- Identified trends, moderated feeds, and fielded inquiries as communications POC during POTUS visit.
- Collaborated with PR Team to implement communications tactics earning 562,000 media impressions.

### Social Media Manager – (Remote experience)

Aug. 2015 – Jan. 2016

DareToDo

National Service Initiative

- Facilitated content creation to trend #3 on Instagram nation-wide and surpass 12.7M social impressions.
- Coordinated engagement strategies and review of user-generated content receiving 1.4M hashtag views.

## EDUCATION

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**Bachelor of Arts:** Double major in Public Relations and Interactive Digital Studies

Dec. 2018

University of Northern Iowa

Cedar Falls, IA

## LEADERSHIP ACTIVITIES

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### American Advertising Federation – UNI Chapter

Feb. 2018 – Present

- Conceptualized [\\$10M ad campaign](#) for National Student Advertising Competition as Creative Director.

### Student Life Team

March 2017 – Present

- Educate student organizations about recruitment, targeted advertisement, and social media best practices.

## ACCOMPLISHMENTS

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**AdWords Certification** – Google

2017

**Best Publicity Campaign & Logo Design** – National Association for Campus Activities

2016 & 2017

**Eagle Scout** – Boy Scouts of America

2012

## SKILLS & TOOLS

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**Audience planning tools** (Facebook Audience Insights, Google AdWords, Google Analytics, Simmons OneView)

**Social publishing platforms** (Hootsuite, Sprout Social, Tweetdeck)

**Digital technology and emerging media** (Mobile applications, AI, VR, AR, social trends)

**Written and verbal communication skills, with proof reading precision** as demonstrated by successfully pitching releases to media outlets on behalf of clients as a Public Relations Associate Intern.