

MITCH LEONARD

mitch@mitchleonard.com – (563) 249-1740 – [linkedin.com/in/mitchleonard](https://www.linkedin.com/in/mitchleonard)

Social media professional with a proven record of building communities through new and engaging content.

EXPERIENCE

Social Media Associate

April 2021 – Present

Land O'Lakes, Inc.

Arden Hills, MN

- Improve community management efforts by refining tone of voice for Dairy Foods portfolio earning a 30% increase of inbound messages year-over-year and growing key platforms by 4%.
- Play integral role in the effective onboarding of Sprinklr across the enterprise resulting in a 40% efficiency.
- Align insights and social listening to guide content executions receiving above benchmark results.
- Conceptualized and executed organizational TikTok rollout strategy.

Account Executive

Jan. 2019 – April 2021

Colle McVoy & Exponent PR

Minneapolis, MN

- Contributed to [REDACTED]* in sales tied directly to social efforts for outdoor power equipment client.
- Created paid and organic social strategies for major clients on a regional and national level with budgets starting at \$350k in order to exceed business objectives.
- Served as day-to-day client contact to guide content deliverables for paid and organic social activations.
- **Previous positions held:** Assistant Account Executive, Public Relations Intern

Production/Social Lead

Aug. 2017 – Aug. 2019

2019 World Scout Jamboree, World Organization of the Scout Movement

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.

VOLUNTEER EXPERIENCE

Pitch Boot Camp Participant & Winning Campaign

March – May 2021

4A's Twin Cities

Minneapolis, MN

- Client: Hippy Feet

Social Hub, Men's Final Four

April 2019

National Collegiate Athletic Association (NCAA)

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

Eagle Scout – Boy Scouts of America

2012

SKILLS

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

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

EDUCATION

Bachelor of Arts in Public Relations and Interactive Digital Studies

Dec. 2018

University of Northern Iowa

Cedar Falls, IA