

MITCH LEONARD

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Results-driven marketer crafting brand campaigns that drive awareness, conversation, and engagement.

EXPERIENCE

Social Media Specialist

Aug. 2022 — Present

RTX (Formerly Raytheon Technologies)

Remote

- Led multi-channel marketing campaigns, managing a \$260K paid media budget in 2024 and driving an 18.2% engagement rate across 29 campaigns, exceeding industry benchmarks.
- Spearheaded campaign strategy for the world's largest industry airshow, delivering 9.8M impressions, 723K engagements, and 78.4K clicks, with engagement rates 20% above benchmarks.
- Developed cross-functional campaigns uniting media relations, executive communications, and social, leveraging retargeting to enhance audience segmentation resulting in a 3% engagement rate increase.
- Partnered with Product Marketing to test-and-learn ad campaigns aligned with business priorities.
- Collaborated with public relations, global affairs, and executive teams to craft messaging for corporate announcements and industry events, ensuring alignment with goals and stakeholder expectations.

Social Media Associate

April 2021 — July 2022

Land O'Lakes, Inc.

Arden Hills, MN

- Directed digital engagement strategies for Dairy Foods, refining tone of voice and cultivating a highly engaged community, resulting in a 30% YoY increase in inbound messages and a 4% platform growth.
- Collaborated with creative teams to develop cross-channel social assets, leveraging performance marketing insights and timely cultural moments to extend campaign impact beyond traditional placements.
- Crafted a data-driven content strategy, leveraging insights from social listening and audience trends to refine campaign execution and exceed performance benchmarks.

Account Executive

Jan. 2019 — April 2021

Colle McVoy & Exponent PR

Minneapolis, MN

- Generated \$650K in revenue through targeted social campaigns, achieving measurable business outcomes for an outdoor power equipment client.
- Led high-budget integrated campaigns (\$350K+) for national and regional brands, combining digital, social, content, and PR strategies to surpass business goals.
- Managed cross-functional collaboration, acting as the primary liaison between client and customer service teams to refine messaging and optimize campaign execution.

VOLUNTEER EXPERIENCE

National Marketing Committee Member

Jan. 2024 — Present

Scouting America (Formerly Boy Scouts of America)

Remote

Social Hub, Men's Final Four

April 2019

National Collegiate Athletic Association (NCAA)

Minneapolis, MN

AWARDS

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

2020

Eagle Scout — Scouting America

2012

EDUCATION

Bachelor of Arts in Public Relations and Interactive Digital Studies

Dec. 2018

University of Northern Iowa

Cedar Falls, IA