**Elicia E. Mitchell, MBA**

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**QUALIFICATIONS**

Self motivated and results-driven Marketing Manager with over 8 years of experience in Integrated Marketing and Client Relationship Management roles. Proven effectiveness in: Leadership, Marketing Management and Brand Marketing. Professional strengths include:

* Brand Management
* Customer Relationship Management
* B2B and B2C Marketing
* Social Media
* Marketing Communications
* Tradeshow/Event Management
* Public Relations
* Market Research
* Marketing Strategy
* Budget Management
* Team Management
* Project Management
* Networking
* Effective Communication

**COMPUTER APPLICATION SKILLS:** Microsoft Office (Excel, Word, Power Point, Publisher, Access, Outlook), SharePoint, Salesforce Marketing Cloud, Salesforce, ProWorkflow, Hootsuite, Survey Monkey, CallFire, Woobox, Adobe Creative Suite, and Photoshop

**PROFESSIONAL EXPERIENCE**

**EEM Marketing**

**Owner/Freelancer 6/2017 - Present**

* Manage various ad hoc marketing projects that are aligned with client’s core objectives.

**Shoes For Crews, West Palm Beach, FL 10/2015 – 2/2018**

**Brand Marketing Manager – B2B/B2C/Tradeshows**

* Created brand plans, brand strategies and positioning which ensured all aspects of the product and marketing efforts align with the ethos and goals of the brand.
* Developed high quality, effective print and digital marketing materials that aligned with the overall brand strategy for core brands and licensed sub brands such as New Balance, Johnston and Murphy, MOZO, and Dockers.
* Performed competitive strategic analysis, consumer segmentation, and consumer insight development.
* Oversaw advertising and media planning internally and externally with agencies/vendors.
* Collaborated with top performing account Sales Executives and Risk Managers to develop custom B2B and B2C marketing pieces to drive revenue and sales program participation.
* Analyzed and reported on financial/performance analyses to measure marketing efforts and ROI.
* Co-managed companywide rebrand project with department VP.
* Co-managed department budget with department VP.
* Managed $1 million-dollar tradeshow budget and over 75 tradeshows a year.
* Managed brand marketing/tradeshow support team and offsite display and logistics agency.
* Created and implemented tradeshow marketing strategy and communications.
* Created and launched tradeshow/conference request form and post tradeshow survey to help measure ROI and reduced costs by $250k YOY.
* Managed companywide iPad program project; digital marketing/sales collateral management for sales force and rolled out content management tools.
* Ongoing brief and training of global sales force on product information.
* Launched companywide internal online store and managed vendor relationships.
* Planned and managed annual Customer Advisory Board off-site meeting.
* Co- managed company quarterly Town Hall meetings.
* Completed various ad hoc marketing projects that are aligned with core objectives.

**Cross Country Healthcare, Boca Raton, FL 05/2013 – 10/2015**

**Marketing Coordinator – Social Media/Tradeshows/Reporting**

* Proofed and edited department print ads, mock ups, and email blast campaigns.
* Performed weekly, monthly, and quarterly marketing metrics reports and communicate to business unit leaders.
* Strategized and developed market research surveys internally and through third parties, and analyzed\ reported results.
* Developed lead generating digital marketing campaigns and content effectively through driving brand awareness, engagement and traffic to social media pages to fuel revenue growth.
* Managed social media properties including but not limited to Facebook, LinkedIn, Twitter, Google+, Pinterest, for 10+ brands.
* Helped set, and work to, performance indicators for SEO which complement overall marketing and business objectives.
* Collaborated with graphic designers and copywriters to develop and manage strategies, digital campaigns, and content calendars to reach and engage target audience.
* Researched social media trends; performed competitive analysis, reported findings and presented recommendations.
* Tracked and measured social media fan volume, engagement activity and conversions.
* Continuously monitored online public relations and ensure the success of client programs.
* Utilized extensive knowledge of social media advertising to create ads, promotions budget, and placements; assessed social media marketing strategies to determine rate of return.
* Quickly built social networking engagement via promotions and giveaways.
* Created social media training tutorial library for company business unit leaders, sales team, and recruiters.
* Collaborated with business units to organize and manage onsite and offsite tradeshow networking events.
* Directed and executed company representation in over 150 yearly trade shows, conferences, and seminars for 8 brands.
* Directed event logistics including registration, setup, hotel, and display booths.
* Responsible for tradeshow display and collateral inventory.
* Responsible for managing tradeshow and social media budgets.
* Built, managed, and reported results on all call blast campaigns.

**Florida Periatal Center, LLC/Femwell Health Group, Coral Springs, FL 11/2009 – 05/2013**

**Medical Office and Social Media Specialist**

* Assisted with the launching and maintenance of company social media pages and campaigns.
* Performed all functions of intake coordination, patient scheduling, and registration.
* Managed all registration documents and ensure documents are thoroughly explained to patients and appropriate signatures are obtained.
* Collected and posted out of pocket monies as determined by financial screening and balance office journal daily.
* Evaluated patient’s financial status and establish budget payment plans and report status of delinquent accounts.
* Assisted with the management of patient electronic medical records and process medical records release requests.
* Responsible for maintaining relationships with physician practices, diagnostic centers, clinics, and affiliated hospitals.

**PNC Bank, Boca Raton, FL 05/2004 – 11/2009**

**Branch Customer Service Supervisor**

* Supervised teller staff and assisted the Branch Manager in leading and directing all sales and service activities to achieve desired results through customer relationship growth, retention, revenue, market share and customer/employee commitment and satisfaction.
* Lead and coached employees to ensure the successful development in the areas of customer experience, service excellence, customer-relationship management, leadership, sales goals and drive for results upon deadline.
* Implemented marketing initiatives and campaigns directed by corporate headquarters.
* Explained, promoted, and cross-sold products and services to fit clients’ needs.
* Oversaw daily cash vault settlement, branch cash ordering/shipments, ATM balancing, and night deposit controls.
* Ensured that all customer service functions are performed in compliance with standard policies and procedures, security, and audit guidelines.
* Resolved problems or discrepancies concerning clients' accounts in a timely manner.

**EDUCATION**

**Nova Southeastern University- 2014-2017** **Davie, FL**

*Huizenga School of Business and Entrepreneurship*

Master of Business Administration – Marketing Concentration

**Northwood University- 2003-2008** **West Palm Beach, FL**

Bachelor of Business Administration in Marketing and Management

Associate of Arts in Banking and Finance

Dean’s List 2007-2008