

Kisha Mitchell

Owner|Freelancer

[LinkedIn](#)



Cincinnati, OH 45251

513.526.6437

brighterdayconsulting.llc@gmail.com

www.brighterdayconsultingservice.com

Dear Sir/Madam,

My name is Kisha Mitchell and I am an enthusiastic, dependable Freelancer with over 15 years of industry experience in the marketing and advertising field skilled in Brand Strategy, Digital, & Omni-Channel go to market strategy and execution.

At a high level, my experience includes, but not limited to:

- Leading and managing development and execution of go to market strategies to support Brand strategy through integrated marketing campaigns.
- Supervising account teams
- Building Client's marketing and advertising plans.
- Creating and executing retail media promotional plans.
- Writing creative briefs and overseeing production of campaigns and creative output.

I'd love to have a conversation on how my background and services can be of assistance to you or your company now or in the near future.

Thank you, for your consideration.

Sincerely,

Kisha Mitchell

EXPERIENCE

Brighter Day Consulting Service, LLC Cincinnati, OH **Owner|Independent Freelancer** (5/24- Present)

Summary: Experienced business professional skilled in leading and managing go to market initiatives, Brand strategy, and omni-channel tactics. Offering my 15 years of experience as an Independent Freelancer.

- Strategy & Planning
- Consulting Services
- Account Management
- Campaign Management
- Program Management
- Execution Support

Advantage Unified Commerce Cincinnati, OH **Account Supervisor** (5/23 – 10/23)

Summary: Team lead for Upfield Shopper Marketing programs focused at Albertsons, Hy-Vee & HEB. Oversee Account Executive in coordination of daily operations.

- Collaborate with clients on their omni-channel goals and objectives.
- Provide strategic direction for retail media digital offerings and in-store activations.
- Plan and strategize go to market plans with cross functional teams.
- Review and approve retail media and 3rd party vendor proposals.
- Yearly Planning and Quarterly Business Reviews (QBRs)
- Facilitate contract negotiations and signage.
- Ensure programs launch on time and within budget.
- Data analysis and ad hoc reporting
- Manage Shopper Marketing budgets and re-allocations.

Contractor/Freelancer Cincinnati, OH **Account Management & Client Strategy** (6/22-6/23)

Client Strategy Consultant - Apiary Digital

Summary: Consult on brand strategy & go to market initiatives for assigned B2B & B2C Apiary Clients.
6/22-6/23

Account Manager - Walmart Connect

Summary: Manage creative development and execution for Johnson & Johnson Personal Care & OTC (eye care) Brands at Walmart. 8/22-1/23

- Write creative briefs for onsite and offsite digital tactics.
- Work with the trafficking team to ensure programs launch on time per media plan.
- Setup digital shelf pages and brand pages for Ecommerce experience.

Account Supervisor - Arc Agency

Summary: Manage Shopper Marketing programs for Unilever Beauty & Personal Care Brands at Target.
6/22-8/22

- Write creative briefs for omni-channel activations.
- Assist with 2023 Planning.
- Ensure programs launch on time per requirements.
- Collaborate with Client on their omni-channel go to market goals and objectives.

VMLY&R Commerce Cincinnati, OH Account Supervisor

(5/20 – 8/21)

Summary: Strategic team lead for Unilever Shopper Marketing programs focused in Kroger markets. Oversee Account Executives in coordination of daily operations.

- Collaborate with Client on their omni-channel goals and objectives.
- Plan and strategize go to market plans with cross functional teams.
- Review and approve retail media and 3rd party vendor proposals.
- Provide strategic direction for retail media digital offerings and in-store activations.
- Write project briefs for creative deliverables and tactic activations.
- Facilitate contract negotiations and signage.
- Manage Shopper Marketing budget and re-allocations.
- Lead kick off meetings and strategy sessions with cross teams.
- Ensure programs launch on time per requirements and within budget.
- Define project schedules and prioritization of deliverables.
- Review and approve program deliverables and creative messaging.

The Mars Agency Cincinnati, OH Manager, Client Leadership

(3/19-4/20)

Summary: Strategic planning and execution of Nestle Waters & Tillamook Shopper Marketing programs at Kroger.

- Collaborate with Client on their omni-channel goals and objectives.
- Review and approve retail media and 3rd party vendor proposals.
- Provide strategic direction for retail media digital offerings and in-store activations.
- Work with retail media and 3rd party vendor partners to plan program activations.
- Write project briefs and lead kick offs for creative deliverables.
- Facilitate contract negotiations and signage.
- Manage Shopper Marketing budget and re-allocations.
- Ensure programs launch on time per requirements and within budget.
- Define project schedules and prioritization of deliverables.
- End to End setup (where applicable) and execution of tactics.

Kroger Cincinnati, OH (10/14 – 3/19)

Digital Site Experience Manager

(4/18 – 3/19)

Summary: Strategize and manage Seasonal digital destinations supporting selling events and promotions to drive Ecommerce sales on Kroger.com

- Collaborate with cross functional teams to create an online experience that supports the organization's Ecommerce objectives and Shopper Marketing campaigns.
- Write project initiation briefs for assigned Seasonal Shops.
- Lead kick off meetings and strategy sessions with cross teams.
- Review and approve Digital deliverables and creative messaging.
- Ensure digital destinations launch on time per requirements.

Digital Marketing Manager - Email Marketing

(8/17 – 4/18)

Digital Marketing Campaign Manager – Email Marketing

(10/14 – 8/17)

Summary: Planning Lead and Strategy for 18 Stores & Divisions. Manage a team of 5 Digital Marketing Campaign Managers in coordination of daily operations.

Lines of Business: Regional, Our Brands, Health & Wellness, Beauty Care, Grocery, Personal Finance, Fuel, Gift Card, General Merchandise, Ecommerce, Multi-Cultural, Deli/Bakery, Community, Digital Marketing, Retail Media, 84.51

- Collaborate with Lines of Business to create an email strategy that aligns to their overall Shopper Marketing campaign objectives and business priorities.
- Collaborate with Loyalty and/or 84.51 on Sales Drivers to increase in store sales.
- Collaborate with 84.51 and Marketing on their CPG Retail Media email programs.
- Responsible for the design, promotion planning, and optimization of Kroger's Friday Deals and Weekly Circular emails with the intent to increase click through rates and sales.

- Present email best practices to key stakeholders.
- Reconciling the email budget ensuring accuracy, paying invoices, and reporting.
- Point of contact for Enterprise and Divisional email support requests.
- Manage production schedules, scheduling, and creative delivery for all email channels.
- Ensure creative and segmentation is consistent with email requirements.
- Provide final sign off on email creative ensuring best practices are followed.
- Write briefs for Digital Marketing led initiatives as well as review Line of Business briefs for accuracy.

Organized Living Cincinnati, OH Ecommerce Manager

(06/13-10/14)

Summary: Managed Organized Living's Drop Ship Affiliate program for products sold online through partner retail websites.

Retail Partners: Overstock, Amazon, Amazon Canada, Bed Bath & Beyond, Hayneedle, Wayfair

- Work with Buyers and Merchandisers to ensure products are shown per brand guidelines
- Upsell products to extend catalog offerings
- Manage new partner onboarding and product launches
- Pursue new leads and resources to grow the drop ship affiliate program
- Present drop ship program to perspective online retailers
- Manage product catalog in retail partner backend systems
- Conduct competitor analysis

Epsilon Cincinnati, OH Sr. Account Executive

(10/11-06/13)

Summary: Manage implementation and deployment of FedEx Office Loyalty Marketing and Customer Acquisition programs.

- Manage production schedules, project timelines, and scope
- Ensure front end and back end development is consistent with business requirements
- Write project briefs and business requirements
- Lead project hand off meetings with web and technology teams
- Facilitate kick off calls and meetings
- Ensure assets are delivered on time per Brand standards and requirements
- Work with client and vendor to setup new accounts and funding for gift card initiatives
- Update client's loyalty marketing website with new offers

SKILLS

- Proficient with Microsoft Office
- Marketing, Advertising, Account Management, Omni-Channel Marketing, Shopper Marketing
- Planning, Strategy, Process Development, Project Management
- CMS Tools, Kroger Precision Marketing, Albertson's Media Collective, Prisma, Workfront, ScreenDragon, JIRA, Salesforce, Sharepoint, Microsoft Teams, Slack

EDUCATION

- Training – Communication Skills for Women, 2017
- Training – Personal Branding, 2016
- Associate's – Business Administration, Cincinnati State Technical Community College, 2004

KEY SKILLS/COMPETENCIES

- Strong Analytical skills
- Strong project management skills
- Excellent communication and interpersonal skills
- Multi-task and problem solving
- Ability to interact with diverse age and ethnic groups
- New process development and implementation
- Detail Oriented & Perspective