



Mitzi Connell | 256.454.7002 | [Mitzi@MitziConnell.com](mailto:Mitzi@MitziConnell.com) | [View full resume online: http://MitziConnell.com/cv](http://MitziConnell.com/cv)

## SOCIAL MEDIA MARKETING MANAGER

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### SNAPSHOT

- Degreed marketing professional with eight years' progressive expertise in omnichannel social media marketing
  - Hands-on experience marketing events to local, regional and national markets
  - Exceptional at creating unified brand experiences across various platforms and channels
  - Self-governed, self-motivated multi-tasker with exemplary organizational skills
  - Certified Evernote Community Leader
  - Persuasive, engaging, experienced presenter and speechwriter
  - Clear and concise communicator
  - WordPress website design and management maintenance experience.
  - *Bachelor of Science, Retail Marketing, Syracuse University*
  - **Flexible schedule – open to full-time, part-time, or contractual opportunities**
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### SELECTED CAREER HIGHLIGHTS

- Relationship Builder, *BNI North Alabama*
  - ✓ Five years of active involvement at chapter, city, and regional levels. Promoted to Regional Director of Member Support <http://Northern.BNIAlabama.com/>
- Creator, founder, and promoter, *Rocket City Yoga Week* <sup>SM</sup>
  - ✓ Five years' experience managing all aspects of RCYW's marketing and publicity campaigns. <http://RocketCityYoga.com/>
- Editor and publisher, *Yoga Where You Are*
  - ✓ Published exceptional magazine of yoga wisdom and at-home practice tips. [http://issuu.com/mitziconnell/docs/rcyw\\_2016\\_yoga\\_where\\_you\\_are](http://issuu.com/mitziconnell/docs/rcyw_2016_yoga_where_you_are)
- Creator, founder, and promoter, *Align and Wine* <sup>SM</sup>
  - ✓ National exposure, Kiplinger's Magazine, 2012. [Read article at http://mitziconnell.com/cv/wp-content/uploads/2017/07/AW-Kiplingers-screenshot.png](http://mitziconnell.com/cv/wp-content/uploads/2017/07/AW-Kiplingers-screenshot.png)
- Social Media Influencer, guest presenter, *Huntsville Social Media Tourist Symposium 2013*
  - ✓ <http://www.youtube.com/watch?v=Gbjrgt1NWF0>
- Positive Image-Maker:
  - ✓ Winner, *Huntsville's Healthiest Woman*, 2012
  - ✓ *Yoga Teacher to the Stars!* (Huntsville Stars Baseball), 2010-2014

**EXPERIENCE: SOCIAL MEDIA MARKETING, PUBLIC RELATIONS**

[View entire career history online at http://MitziConnell.com/cv](http://MitziConnell.com/cv)

**Freelance Social Media Manager**

*2009-present*

- Omnichannel social media marketing for numerous small to mid-sized businesses
  - ✓ Multiple platform management: Facebook, Twitter, Instagram, LinkedIn, Pinterest, Tumblr, Google+
  - ✓ Long-term planning and management of marketing editorial calendars
  - ✓ Organize, write, edit, design, publish, and repurpose blog content, social media campaigns, email newsletters, and/or events.
  - ✓ Establish and/or maintain branding and voice consistency

**Creator, Rocket City Yoga Week<sup>SM</sup>**

*2013-2017*

- Developed highly-effective PR strategies and campaigns that successfully maintained annual attendance of 2000+ and raised over \$10,000 for charity
- Designed and maintained event website: <http://RocketCityYoga.com>
- Wrote press releases, spoke publicly, and promoted event across multiple social media platforms
- Worked with multiple local organizations to promote positive community publicity for events
- Managed all event-specific social media accounts, including Facebook, Twitter, Instagram
- Managed all event reservations, attendance, release forms, analytics, media packets, reports, and press releases using tools and platforms including Eventbrite, Google Forms, WordPress, PayPal

**WordPress Web Designer**

*2013-2016*

- Design clean, crisp, responsive websites for creative entrepreneurs and small businesses
- Teach clients to brand themselves with creative brainstorming and logical, easy-to-learn workflows
- Search Engine Optimization, analytics, content creation, copywriting, editing

**Community Health and Wellness Promoter, E-RYT200<sup>®</sup> Certified Yoga Teacher**

*2009-2016*

- Created, built, and optimized four successful local yoga brands:
  - ✓ Yoga with Mitzi, Yoga HoM, Align & Wine, The Yoga Co-Op
- 2850+ teaching hours since fall of 2009; established 250+ personal client base

**EXPERIENCE: MANAGEMENT AND CORPORATE RELATIONS****Leadership and Member Support**

BNI Alabama

*2012-present*

- ✓ Chapter Vice-President 2013-2015
- ✓ Chapter Public Relations 2015-2016
- ✓ Director Consultant 2015-2017
- ✓ Chapter Mentor Coordinator 2016-2017
- ✓ Regional Director of Member Support 2017-present

**Corporate Recruiter**

DeltaCom and Sanmina-SCI

*1999-2009*

- ✓ Recruited/filled thousands of positions for 2 different companies, over 15 different divisions, 12 global locations
- ✓ Administrator & Trainer of applicant tracking systems (Kenexa & Trovix)

**SKILLS and LEVELS of USAGE**  
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Social Media

Facebook, Twitter, Instagram 99%  
LinkedIn, Pinterest, Tumblr 93%  
Vimeo, YouTube 85%  
Goodreads, Google+ 75%

Content Marketing

Strategy/Planning 99%  
CoSchedule 98%  
Buffer 92%  
Google DataStudio 70%

MS Office Suite

MS Excel & Word 99%  
MS Publisher 91%  
MS Powerpoint 77%  
MS Access 58%

Event Organization

Eventbrite 99%  
PayPal/Square 99%  
Event Calendars 87%  
Media Packets 74%

Email Campaigns

TinyLetter 99%  
AWeber 93%  
Constant Contact 84%  
GetResponse/Mailchimp 72%

Projects & Teams

Dropbox/Google Drive 99%  
Evernote 99%  
Asana Workflow 99%  
Trello 79%

Publishing/Recording

iStudio (Mac), Publisher 95%  
Issuu.com 90%  
Soundcloud 90%  
MP3 recordings 75%

Web Design

Wordpress 99%  
Copywriting/Editing 95%  
HTML 86%  
SEO 82%

**MY DIGITAL PORTFOLIO**

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