

**KIMBERLEE MITCHELL** (310) 339-4544 [Portfolio](#) | [comms@kimberleemitchell.com](mailto:comms@kimberleemitchell.com) | [linkedin.com/in/kimberleemitchell](https://www.linkedin.com/in/kimberleemitchell)

*Award-winning journalist turned globally recognized creative communications leader and entrepreneur, with deep expertise in media relations, brand storytelling, and reputation management. Proven track record of securing top-tier media coverage, crafting compelling narratives that inspire action, and driving strategic communications that build trust and engagement. Passionate about amplifying brand ethos, shaping corporate reputation, and tailored messaging that fosters meaningful stakeholder connections.*

**CORE COMPETENCIES** Communications Strategy | Media Relations | Brand Storytelling | Brand Transformation | Messaging/Positioning | Writing | Change Management | Executive Communications | Event Planning | Video Production | Graphic Design | PR Strategy | Media Relations | Press Releases | Crisis Communication | Internal/External Comms | Airbnb Superhost

**SKILLS & TOOLS** Apple & Windows; MS Office 365/SharePoint; G-Drive; Web Dev & Blogging (WordPress); Social Media (Buffer); Graphic Design (Canva, Adobe Suite); Comms (Teams, Slack, ROAM); Project Management (Basecamp, MS Planner, Trello); Newsletter/Email Marketing & Automation (MailChimp); AI (OpenAI, CoPilot); Influencer Marketing; Video Production (Adobe Rush Pro, Final Cut Pro); EOS; Analytics (Google Analytics); Surveys (Formstack, Qualtrix); CRM (SalesForce, HubSpot).

## EXPERIENCE

**MCS, INC. Los Angeles, CA & Spring Lake, MI**

**President 01/2011–Present**

Founded a profitable boutique marketing communications firm with steady project work:

- Communications Consultant for [PlayBooked](#) (2020-24) a SaaS micromarketing fintech platform. Led branding, web design, content strategy, stakeholder email marketing, and PR. Spearheaded a high-impact media campaign, positioning PlayBooked's spokesperson as the first collegiate athlete in U.S. history to monetize NIL rights. Secured [national coverage](#) on Fox News Sunday, CNBC, Forbes, ESPN, Sports Illustrated, Ad Age, etc. elevating brand visibility and industry credibility.
- Communications Consultant for [WMCS](#) (2016-2020) responsible for the district-wide rebranding and website development, ensuring the preservation of each school's unique identity while aligning with a cohesive, system-wide brand strategy.
- Communications Consultant and Spokesperson for [Verizon Telematics](#) (2016). Supported the [Hum by Verizon](#) launch by collaborating with a PR firm to develop messaging and story angles tailored to national parenting media securing widespread media coverage, and enhancing brand visibility and consumer engagement.
- Crisis PR Communications Consultant for the [American Cleaning Institute's](#) (2013) national consumer safety campaign for single-load liquid laundry packets. Collaborated with a PR firm to develop key messaging for media outreach, securing and appearing in live segments on [Fox & Friends](#) and morning shows in the top 20 U.S. markets, effectively shaping public perception and industry response. Served as a host in an educational [video series](#).
- Marketing Communications Consultant for small business clients ([PackageFromSanta.com](#), [Grooters Productions](#), [Genesee Nutrition](#)) to multinationals ([BH Fitness](#)).

**DeVos Urban Leadership Initiative at [RDV Corporation](#) Grand Rapids, MI**

**Comms Manager 08/2020–Feb 2025**

- Developed an annual strategic internal communications plan for a diverse [network of 1,460 individuals](#) who lead underserved urban youth. Achieved a 150% increase in social media engagement strengthening community ties.
- Redesigned and optimized the intranet, introducing interactive features such as resource-sharing tools and a personalized dashboard, resulting in a 30% increase in employee engagement and improved communication efficiency.
- Built a high-performing remote communications team of seven and led a broader team of 17 managers by driving cross-channel engagement initiatives (intranet, website, digital and print newsletters, monthly Zoom calls, social media, email, SMS, Salesforce, and videos), strategically tailoring the messaging for each channel and audience.
- Orchestrated the successful brand transformation, including new name and logos, for a [25-year-old institution](#).
- Led strategic change management campaigns, ensuring consistent messaging aligned with the mission and core values.
- Created consistent [digital](#) and [print](#) communications initiatives, aligning editorial content with organizational objectives.
- Designed and executed focus groups, Town Halls, and surveys to collect actionable data on audience content and delivery preferences, leveraging insights to optimize strategies that improved engagement and satisfaction.

**Safety 1st® at DOREL JUVENILE GROUP Foxboro, MA**

***Communications Lead 12/2008–12/2010***

- Recruited as spokesperson and communications consultant for the world's leading name in juvenile products. Worked closely with engineering, marketing, and PR teams to create devices that propelled KPIs and revenue goals.
- Led the charge on the most extensive product launch in company history, with live media appearances and satellite media tours. Hosted a [product promo video](#) for retail displays at big box stores (Target and BRU) nationwide.
- Partnered to develop and launch [Safety 1<sup>st</sup> Squad](#) (aka [Safety 1<sup>st</sup> Pros](#)) childproofing service based on my proven model.

**BOO BOO BUSTERS®, INC. Los Angeles, Orange, & San Diego Counties, CA**

***Founder/President (2002-2014)***

- Founded, operated, and sold a professional childproofing service in Southern California that served 5,000+ homes and businesses, doubling sales annually for the first five years and surviving the 2007 recession.
- Led PR, marketing, and brand positioning, securing millions of consumer impressions through top-tier media exposure. Featured in Universal Pictures' [Baby Mama](#) and high-profile TV segments including VH1 Lifestyles, [Bethenny Ever After](#), and [Giuliana & Bill](#). Recognized as a go-to Child Safety Expert by national outlets such as CBS's The Early Show, The Doctors, Fox & Friends, and the Associated Press. Named "Childproofer to the Stars" by [People.com](#).

**EVENT411.COM, INC. Marina del Rey, CA**

***Director of Corporate Communications***

- Led PR for a SaaS platform enabling the first online caucusing at the 2000 Democratic National Convention. Secured top-tier media coverage, including CBS Evening News, WSJ, LA Times, Businessweek, and Chicago Tribune, generating millions of impressions. Spearheaded C-Suite executive media training, communications, and internal/external communications.

**ALTERNA®, INC. Brentwood, CA**

***Director of PR & Communications***

- Achieved \$11MM in editorial placement in top consumer beauty magazines and 11.5MM+ impressions with hemp campaign (via national news: CNBC, CBS, Extra, Fox News, BBC Radio, CNN Radio, NPR, AP, NYT, WSJ, and LA Times).
- Landed product placements in major motion pictures and prime-time television programming.
- Re-recruited three years later to collaborate with new management for the corporate rebrand and comms strategy.

**ROGERS & COWAN (Interpublic Group of Companies) Century City, CA**

***Senior Account Executive***

Managed public relations campaigns for film and TV talent resulting in local & nationwide media exposure.

**MUCH & HOUSE PR Los Angeles, CA**

***Account Executive, Publicist***

Launched and managed domestic & international media campaigns and special projects for entertainment clients.

**E! ENTERTAINMENT TELEVISION Los Angeles, CA**

***Newswriter/Producer***

Wrote and produced feature and live news stories, covering events, awards, and breaking news. Co-produced E! News Year In Review, earning an Emmy nomination and a #1 rating. Hands-on in reporting, field producing, editing, and research.

**EDUCATION**

- **San Diego State University** — BA Communications; Art History Minor; Soccer.
- **Fashion Institute of Design & Merchandising** — AA Visual Presentation & Space Design
- **DVULI** — Certificate in Collaborative Leadership 2021

**AWARDS:**

- Named on OC Metro's "20 Women to Watch" list in 2010.
- Won [Ford's](#) national small business owner competition in 2010; awarded a wrapped and outfitted Transit Connect van.

**INTERESTS:** Airbnb Superhost since 2019, Pickleball, Travel, DIY & Home renovation, Longboard surfing & Gardening.