

KIMBERLEE D. MITCHELL

Strategic Marketing & Communications Leader | Brand Story Architect | Market Creation Specialist

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Strategic marketing communications executive with 15+ years of experience translating complex ideas into clear, credible narratives. Expert in building trust, launching new markets, and aligning cross-functional teams behind a unified brand story. Equal parts creative and analytical — driving measurable engagement through storytelling, structure, and strategy.

CORE COMPETENCIES

Marketing Strategy & Campaign Leadership: Integrated Marketing Plans, Campaign Development, Audience Segmentation, Member Engagement

Leadership & Strategy: Executive Communications, Change Management, Cross-Functional Leadership

Storytelling & Messaging: Narrative Architecture, Brand Positioning, Content Strategy

Channel Expertise: Digital Marketing, Email Marketing, Social Media Campaigns, Owned & Earned Media

Analytics & Growth: Marketing Analytics, KPI Development, CRM Platforms, Performance Metrics

EXPERIENCE

SOAR™ by Cornerstone University *Grand Rapids, MI*

Communications Director, May 2025 - Present

Sole owner of communications strategy for SOAR™, a first-in-the-nation smartphone-based business degree program.

- Owned and governed enterprise-level communications strategy and brand storytelling for SOAR™, Cornerstone University's mobile-first degree platform and the nation's first accredited, 100% smartphone-based, self-paced business degree model.
- Built and scaled SOAR's communications infrastructure from launch, aligning enrollment, partner development, and senior leadership teams around a unified, repeatable narrative.
- Led integrated marketing campaigns across paid, organic, and partner channels, partnering with an external marketing firm to drive awareness and enrollment growth across Michigan and national markets.
- Architected and executed a full-funnel marketing and communications framework aligning messaging, channels, campaign cadence, and performance metrics with enrollment cycles.
- Generated 200,000+ organic impressions and 1,000+ funnel entries in the first 9 months — scaling digital presence from launch.
- Delivered sustained growth through capital-efficient strategies, achieving 100%+ engagement growth on Meta platforms, with 70–86% of reach driven by non-followers and a \$0.05 cost per engagement, while holding paid spend flat.

DVULI at RDV Corp. *Grand Rapids, MI*

Communications Manager, 08/2020–Feb 2025

Led integrated marketing and communications initiatives for a national leadership nonprofit, strengthening audience engagement and modernizing messaging across digital and print channels.

- Redesigned the organization's communications operating model, elevating both aesthetic quality and operational efficiency by introducing standardized processes, modern tooling, and disciplined production workflows.
- Reduced staffing dependency and costs by strategically leveraging freelance talent, enabling higher-quality output with leaner internal resources while maintaining timelines and consistency.
- Established and governed enterprise-wide communications alignment across digital and print channels, setting editorial priorities, cadence, and messaging standards that directly supported leadership initiatives and long-term organizational objectives.
- Introduced QR-enabled print engagement tracking integrated with multimedia newsletters, driving 30%+ digital growth, 20% measurable readership, and actionable insights for leadership.
- Activated alumni contributors as writers, interviewers, and editors, strengthening content authenticity while boosting team culture, buy-in, and morale across staff and extended contributors.

PlayBooked *Grand Rapids, MI*

Communications Director, Oct 2020, February 2024

Directed brand strategy and NIL education for a SaaS startup pioneering athlete micromarketing — enabling early adoption and monetization in a newly emerging market.

- Led strategic communications and brand positioning for a SaaS startup pioneering a micromarketing platform that pooled **Name, Image, and Likeness (NIL)** licensing for collegiate athletes, helping define and legitimize a new market category during its earliest adoption phase.
- Developed and executed market-education communications explaining NIL monetization to athletes, universities, brands, and the public, overcoming skepticism and regulatory complexity through clear, compliant messaging.
- Spearheaded NIL policy communications, translating evolving NCAA guidance into accessible messaging for athletes and stakeholders while mitigating reputational and compliance risk.
- Served as lead communications advisor for NIL launches, guiding spokesperson readiness, athlete positioning, and narrative consistency across earned media, stakeholder communications, and partner channels.
- Empowered a collegiate “athletepreneur” to become the nation’s first collegiate athlete in US history to her monetize NIL rights, establishing a repeatable communications framework for athlete onboarding, brand alignment, and media engagement.
- Drove national visibility as an outcome of a communications strategy, contributing to widespread awareness and credibility for PlayBooked’s platform and NIL approach.

Mitchell Consulting Services, Inc. *Los Angeles & Spring Lake, MI*

President, 01/2011– Present

Founded and scaled a profitable boutique consultancy delivering communications, PR, and campaign strategy across education, tech, and nonprofit sectors.

- Grew a profitable boutique marketing communications and PR consultancy, serving education, consumer, technology, and nonprofit organizations with integrated campaign strategy, media relations, and enrollment-driven storytelling.
- Led a multi-campus rebrand and built cohesive communication systems for the [West Michigan Christian Schools Collaborative](#), aligning enrollment, messaging, and outreach across five campuses and driving the strongest student recruitment results in the collaborative’s history.
- Directed national product and awareness launches for consumer and technology brands, including **Verizon Telematics (Hum by Verizon)** and **VTech**.
- Served as a crisis management consultant for the **American Cleaning Institute (ACI)**, a national non-profit backed by **Clorox, P&G, Unilever, and the CDC**, translating complex child safety messaging into clear, trusted public education. Appeared on **Fox & Friends** and morning shows across top-20 media markets, and hosted an educational video series supporting large-scale public awareness initiatives.
- Executed campaigns spanning small businesses and multinational brands — from PackageFromSanta.com and Genesee Nutrition to **BH Fitness** — aligning communications strategy with business growth, credibility, and market differentiation.

Safety 1st® at **Dorel Juvenile Group** *Foxboro, MA*

Spokesperson & Communications Consultant, 2008–2010

Recruited to lead national product launches, consult on product development, and scale a branded childproofing model across the East Coast, leveraging founder expertise and communications strategy.

- Partnered with senior leadership, corporate marketing, and external PR agencies to align messaging, media strategy, and revenue goals.
- Led the launches of the **ProGrade® child safety device line** and the **Air Protect® car seat** — the company’s largest national publicity initiative to date — spanning broadcast, digital, and print channels.
- Served as national media spokesperson and host of educational video content featured in retail displays at **Walmart, Target, and Babies “R” Us**.
- Co-developed the **Safety 1st Squad (Safety 1st Pros)**, a branded childproofing service expansion rooted in my successful home safety model.
- Supported brand positioning and trust-building through public education campaigns, media appearances, and influencer outreach during a critical phase of market rollout.

EDUCATION & PROFESSIONAL DEVELOPMENT

FIDM — A.A. Visual Presentation & Space Design

SDSU — B.A. in Journalism, Art History Minor; Soccer.

DVULI — Leadership Certificate (2021)

CU — M.A. in Organizational Leadership (2027)

EOS Worldwide — Trained (2025)

SELECT EARLY-CAREER FOUNDATION EXPERIENCE

Consumer Services Company *Southern California* **Founder/President**

Founded and scaled a successful in-home child safety business, serving over 7,000 families and establishing the brand as a national authority on childproofing.

- Founded and scaled a professional child-safety services business, serving more than 7,000 households and achieving consistent year-over-year growth through disciplined operations, brand trust, and earned media visibility.
- Built and executed all communications, marketing, and public education strategy, establishing the company as a nationally recognized authority in child safety and in-home risk prevention.
- Earned national recognition and media visibility across broadcast, print, and digital platforms, contributing to long-term brand equity and acquisition momentum.
- Successfully navigated economic downturns through adaptive positioning, community trust, and diversified demand channels.

Technology, Consumer & Entertainment Organizations *Los Angeles* **Director of Corporate Communications**

Managed comms for major campaigns across sectors, securing national placements and brand visibility.

- Led strategic communications, brand positioning, and media relations for emerging and established organizations across technology, consumer products, and entertainment.
- Secured high-impact national media coverage and product placements supporting launches, rebrands, and reputation-building initiatives.
- Partnered with executive leadership and creative teams to manage high-visibility campaigns requiring message discipline, stakeholder alignment, and public trust.

Broadcast Journalism | National Cable & Syndicated Networks *Los Angeles* **Reporter/Producer**

Produced national broadcast content, building storytelling and editorial judgment under deadline pressure.

- Wrote and produced feature and day-of-air stories for national and international audiences, covering live events, premieres, and breaking news.
- Developed a strong foundation in editorial judgment, storytelling, and audience engagement within fast-paced, deadline-driven environments.
- Contributed to award-recognized programming, including a nationally rated year-end news production.

TECHNOLOGY & PLATFORMS: Canva, Microsoft 365, Google Workspace, Asana, Slack, Trello, SharePoint, HubSpot, Salesforce, GA4, WordPress, Mailchimp, ChatGPT, Claude, Copilot, Adobe Premiere, Final Cut Pro, Buffer.

INTERESTS Airbnb Superhost (since 2019), pickleball, hiking, gardening, sourdough, DIY/home renovation, travel.

REFERENCES, BIO, & WRITING SAMPLES Available upon request