

# Henrietta Mitchell

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## EDUCATION

A results-oriented Operations Manager with experience in media management and leadership roles. Led and managed media operations in North America and across APAC. Expertise in leading teams to improve performance, customer loyalty, and forging partnerships with internal and external partners. Specializes in helping companies launch new media services and products, from concept to roll-out. Extensive experience in the development and implementation of subscription video-on-demand over-the-top streaming products.

## PROFESSIONAL EXPERIENCE

### Arowwai Industries

Oct 2020 - Present

#### Operations Manager

Lead nation-wide operations, achieving growth of 120% in two years. Spearheaded the development and implementation of subscription video-on-demand over-the-top streaming products. Improved employee retention by adopting a new internal communications methodology and restructured employee benefits.

#### Accomplishments:

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### Hanover and Tyke

Nov 2018 - Sept 2020

#### Business Development Manager

Lead operations, achieving growth of 180% in two years. Hired a new application consultant to help improve team capabilities.

#### Accomplishments:

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## SKILLS

P&L Management  
Strategic planning  
Client relationships

Financial reporting  
Negotiations  
Business development

Team leadership  
Communication  
Operations management

**Timmerman Industries****Feb 2017 - Nov 2018****Operations Manager**

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**Hanover and Tyke****April 2013 - Feb 2017****Business Development Manager**

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## EDUCATION

**Ginyard International Co.**

Graduate Diploma in Business Administration

**Ginyard International Co.**

Bachelor of Business (Honours)

**Wardiere Inc.**Graduate Certificate in Human Resource Management

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