



HENRIETTA MITCHELL

Digital Marketer

MY BACKGROUND

I develop, implement and oversee the online marketing strategy for organizations. I create and execute digital marketing campaigns and web content.

SPECIALIZATIONS

Digital Marketing
Web Content Creation
Visual Storytelling
Social Media Campaigns
Paid Social Media
Advertising
Email Marketing
Search Engine Optimization

CONTACT INFORMATION

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CAREER BACKGROUND

DIGITAL STRATEGIST

Web Kandi Services, Co. | 2017-present

- Develops, implements and manages marketing campaigns for various clients
- Works with graphic designers for web design and digital storytelling

SOCIAL MEDIA MANAGER

Webby Sabby Digital, Inc. | 2015-2017

- Wrote copy for the website and social media platforms
- Planned and executed social media campaigns
- Measured the effectiveness of said campaigns

EDUCATION & TRAINING

BEECHTOWN ACADEMY

Diploma in Online Marketing & SEO

- Best Thesis Award for research work on the potential impact of virtual reality
- Outstanding Intern Award for the corporate partnership program

UNIVERSITY OF EL DORADO

Bachelor of Arts, Major in Communications

- Graduated Magna Cum Laude
 - Circle of 10 Promising Graduates Awardee
- Completed a thesis on Digital Strategies Using Artificial Intelligence

NOTABLE ACHIEVEMENTS

Promising Young Marketer's Awardee two years in a row
Digital Strategist of the Year, 2017
Regular Speaker at the Marketer's Annual Conference