



# kimberlymitchell

## EXPERIENCE

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EUROFINS | EAG LABORATORIES

june 2021 - present

### Employer Brand Marketing Intern

#### Project Manager and Strategist

Facilitated discovery workshops, ideation meetings and interviews with employees across title, location, age, gender and experience in the creation of a unique employer value proposition (EVP)

Identified vital issues impeding employee recruitment and persuaded change-averse leadership

Applied market research and strategic problem-solving skills in the creation of a comprehensive creative brief and long-term employer branding guidelines

Led communications with company executives throughout the process, scheduling weekly meetings to go over objectives, mock-ups and ensure compliance with NDAs and other guidelines

Earned acclaim following final presentation to the board and swift campaign implementation

#### Content Production

Scheduled, recorded and edited virtual interviews to produce videos with persuasive storytelling and graphics highlighting company culture, benefits, and daily life using Adobe Creative Suite

Designed informational graphics as part of the DEI Council and ensured promises of equity were lived up to by advocating for the inclusion of closed captioning to ensure equal access for deaf and hard of hearing individuals, calling out bias in job postings and leading discussions on tokenism

Revamped social media channels, employer profile pages and marketing resources with engaging copy, compelling visuals and interactive slides and posters for employee and client recruitment

#### Web Design

Developed an interactive and responsive Careers at EAG webpage with sleek and informative material designed to increase engagement with the world's best scientists and engineers using Adobe XD, WordPress, HTML, CSS, Elementor and SEO best practices

Release of EAG Careers site increased website traffic by 40.8%, time on site increased 121.3%

Careers webpage's look and feel later adopted by the entirety of eag.com

TNH ADVERTISING AGENCY

august 2020 - january 2021

### Account Manager

Managed and organized a timeline for a team of strategists, planners, and creatives

Developed a thorough SWOT analysis, customer profile, creative brief, and social media graphics for Citrus TV within TNH's Greenhouse branch

Honed group members' oral presentation skills by facilitating mock pitch sessions in preparation for the final campaign presentation

## ABOUT

Kimberly's extensive writing, production and design background as a multimedia journalist informs her creative approach

She instinctively gathers information, collect insights and finds connections between seemingly disparate phenomena

She couples her inquisitive mind with an intense interest in emerging trends, technologies and cultural transformations

## EDUCATION

**S.I. Newhouse School of Public Communications at Syracuse University**

**Major:**

B.S. in Advertising Expected May 2024

**Minor:**

Information Technology, Design and Startups

**Academic Standing:**

GPA: 3.95 Dean's List All Semesters

Zeta Phi Eta Professional Fraternity for Communication Arts & Sciences Member

## SKILLS

**Adobe Creative Suite:**

Adobe XD, InDesign, Photoshop, Illustrator, After Effects, Premiere Pro & Audition

**Data Analytics:**

Mintel, MRI Simmons, Google Ads & Excel

**Social Media:**

Instagram, TikTok, Youtube, Twitter, Facebook Glassdoor for Employers, & Indeed Employer

**Languages:**

Associated Press, Spanish, HTML & CSS

## CONTACT

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## AWARDS

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**First Place Multimedia Feature**

2020 Youth Journalism International

**First Place Advertising Design**

2019 JEA of Northern California

**Superior Themed Photo**

2019 National Scholastic Press Association