

# KIMBERLEE D. MITCHELL

## Strategic Communications Leader

### External Communications | Media Relations | Corporate Narrative & Reputation

• (310) 339-4544 • [KmitchPR@gmail.com](mailto:KmitchPR@gmail.com) • [linkedin.com/in/kimberleemitchell](https://www.linkedin.com/in/kimberleemitchell) • [KimberleeMitchell.com](https://www.KimberleeMitchell.com)

Strategic communications leader with 15+ years of experience translating complex ideas into clear, credible narratives. Expert in external communications, media relations, and issues management, with a track record of building trust, launching new markets, and aligning cross-functional teams behind a unified corporate narrative. Equal parts creative and analytical, driving measurable engagement through storytelling, structure, and strategy.

## CORE COMPETENCIES

**Leadership & Strategy:** External Communications, Issues & Reputation Management, Strategic Communications Planning

**Storytelling & Messaging:** Corporate Narrative, Brand Positioning, Message Architecture, Campaign Leadership

**Media & Channels:** Media Relations, Earned & Owned Media, Digital Strategy, Social Media

**Operations & Impact:** Cross-Functional Alignment, Communications Infrastructure, Performance Metrics, Audience Growth

## 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.
- Developed external narrative and messaging to support media, partner, and stakeholder engagement.
- Built and scaled SOAR's communications infrastructure from launch, aligning enrollment, partner development, and senior leadership teams around a unified, repeatable narrative.
- Led awareness and enrollment growth through integrated paid, organic, and partner-led campaigns focused on educating the Michigan market and introducing a new category of accredited, mobile-first higher education.
- Architected and executed a full-funnel communications framework — awareness through enrollment — aligning messaging, channels, cadence, and performance indicators 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 internal and external communications for a DeVos-backed national leadership nonprofit, driving a comprehensive rebrand and modernizing communications operations and messaging.*

- 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 external 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 “athlepreneur” to become the nation’s first collegiate athlete in US history to monetize NIL rights, establishing a repeatable communications framework for athlete onboarding, brand alignment, and media engagement.
- Drove national visibility as an outcome of the external 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 an independent communications consultancy advising organizations across education, consumer, technology, and nonprofit sectors on external communications, media relations, and growth-focused storytelling.*

- Served as a crisis communications consultant and national spokesperson for the **American Cleaning Institute**, supporting a high-visibility, industry-wide public safety campaign backed by leading household brands and translating complex risk issues into clear, trusted guidance for consumers.
- Directed national product launches and awareness campaigns for consumer and technology brands, including **Verizon Telematics** (Hum by Verizon) and **VTech**, aligning messaging, media strategy, and market positioning.
- Led a multi-campus rebrand and built integrated communications systems for the **West Michigan Christian Schools Collaborative**, aligning enrollment, messaging, and outreach across five campuses and driving record student recruitment results.
- Executed integrated communications strategies across startups, small businesses, and multinational organizations, strengthening brand credibility, market differentiation, and audience engagement.

**Safety 1<sup>st</sup>**® at **Dorel Juvenile Group** *Foxboro, MA*

**Spokesperson & Communications Consultant, 2008–2010**

*Recruited to support national product launches, consult on product development, and scale a branded child safety model, leveraging expertise in consumer trust, product storytelling, and public education.*

- Partnered with senior leadership, research and development, and external PR agencies to align product innovation with clear, consumer-facing messaging that built trust with families.
- Led national launch communications for the ProGrade® child safety device line and Air Protect® car seat, introducing first-of-its-kind side-impact protection technology through integrated storytelling across broadcast, digital, and print media.
- Translated complex safety standards into relatable, actionable narratives that helped parents understand, trust, and adopt new safety solutions.
- Served as national media spokesperson and host of educational video content featured in major retail environments, including Walmart, Target, and Babies “R” Us.
- Supported brand positioning and credibility through public education campaigns, media appearances, and influencer outreach during a critical phase of market expansion.
- Contributed to the development and expansion of the Safety 1st Squad, a branded service model that extended product storytelling into in-home application and consumer experience.

## SELECT EARLY-CAREER FOUNDATION EXPERIENCE

### Consumer Services Company *Southern California*

**President**

*Founded and scaled an in-home child safety services business, serving more than 7,000 families and establishing the brand as a nationally recognized authority in childproofing, while building a nationally recognized platform as a child safety expert.*

- Built and led all external communications, marketing, and public education strategy, translating child safety risks into clear, trusted guidance for families.
- Generated national and international media visibility across broadcast, print, and digital platforms, including placements in television and film that expanded brand reach and cultural relevance.
- Established a high-trust, service-based model rooted in consumer education, repeat engagement, and community reputation.
- Navigated economic downturns through adaptive positioning, diversified demand channels, and strong customer loyalty.
- Contributed to broader awareness of childproofing and prevention practices through education-driven communications, supporting industry-wide efforts to reduce unintentional child injuries.

### 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 external 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.

## 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)

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

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

**REFERENCES, BIO, & WRITING SAMPLES** Available upon request