

SHARMAINE MITCHELL

www.SharmaineMitchell.com

Sharmaine@SharmaineMitchell.com

Highly skilled digital media specialist with nearly 15 years of experience in website design, content management, video production, communication, social media, and graphics

EXPERIENCE

Hollis Innovation Academy, Atlanta Public Schools

Atlanta, GA

Public Relations Specialist, Marketing & Media

July 2017 – August 2022

- Conceptualize, expand, and implement organization's brand based on existing color palette and visual elements
- Manage organization's online presence, ensuring consistency with brand and visual identity
- Design creative elements for visual communication initiatives including print collateral, videos, photos, website, and social media
- Capture major school events through photography, video, and editorials
- Work closely with Principal and Partnerships Project Manager to create visual aids and presentations
- Provide creative leadership and input in developing visually compelling communication initiatives
- Write clear and persuasive copy for website and print collateral
- Secure and coordinate media coverage for major school events
- Prepare written correspondence (speeches, remarks, etc.) for administrators for key events

Trinity School

Atlanta, GA

Digital Media Communications Manager

July 2012 – September 2015

- Successfully managed school's complete online presence, including social media, ensuring consistency with objectives of the Office of Advancement; assumed primary responsibility for all aspects of school's website, including development, maintenance, and management of information for 6,400 website users
- Produced promotional videos, resulting in monetary gifts, exceeding \$1 million annual fund goals
- Organized and managed all digital communication, including the school's online weekly newsletter, website news items, broadcast emails, and digital monitors and marquee
- Managed school-wide and large partnership events using online management tools (Eventbrite, SignUpGenius)

Trinity School

Atlanta, GA

Webmaster & Video Producer

June 2008 – June 2012

- Managed the school's website within the Technology Department; designed, implemented, and managed pages
- Successfully and single-handedly implemented entire school's digital conference sign-up procedures
- Monitored online payments, classroom web page content, conference schedules, and classroom blogs and wikis
- Developed tutorials and other training resources for teachers and other website contributors
- Filmed and creatively shared school-wide events via web and DVD

Trinity School

Atlanta, GA

1st Grade Lead Teacher

August 2005 – May 2008

Evoline C. West Elementary School

Atlanta, GA

2nd Grade Early Intervention Program (EIP) Teacher

January 2004 – July 2005

EDUCATION

Walden University
Master of Science in Education, Instructional Design & Technology

Minneapolis, MN
April 2008

Oglethorpe University
Bachelor of Arts, Early Childhood Education
Minor, Mass Communications

Atlanta, GA
December 2003

- Cum Laude (3.6 GPA), Phi Eta Sigma National Honor Society, Dean's List (8 semesters)

PROFESSIONAL SKILLS

- Apple Final Cut Studio: Compressor, DVD Studio Pro, Final Cut Pro (7 and X), LiveType, Motion
- Adobe Creative Suite 6: After Effects, Dreamweaver, Fireworks, Flash, Photoshop, Illustrator
- Apple iWork: Keynote, Numbers, Pages
- Microsoft Office Suite: Excel, PowerPoint, Word
- Content Management Systems: Joomla, SchoolSuite, WordPress
- Foreign Language: Spanish

TRAINING/CERTIFICATION/AWARDS

- Rollins Quest for Excellence Grant recipient, Trinity School 2013
- Apple Certified Associate, iWork 2012

OTHER INVOLVEMENT

- Volunteer Webmaster & Tech Support, Tedx Centennial Park Women 2015 - 2016
- Advisory Board Member, Bright Minds Learning & Child Care Center 2009 - Present
- Strategic Planning Committee Member, Trinity School 2007 - 2008
- Learning Focused Strategies Coach, Evoline C. West Elementary School 2004 - 2005