



CHARLOTTE MITCHELL

(804) 466-0948 | 2158 PURPLE AND GOLD WAY, HARRISONBURG, VA 22801
PERMANENT ADDRESS: 11102 MITCHELL TRAIL, DOSWELL, VA 23047
EMAIL: MITCH2CJ@DUKES.JMU.EDU

SUMMARY

A driven and hard-working Business Marketing student with a collaborative mindset, a strong desire to learn, and the capacity to solve ambiguous and complex problems, communicate concisely, and deliver high-quality work.

SKILLS

- Python
- SQL
- Canva and Meta Business Suite Marketing Tools
- Flipboard, Pinterest, Feedly, Mix, and Medium Social Media Platforms
- Microsoft Office Applications, Adobe Photoshop, and Google Applications

ACTIVITIES AND LEADERSHIP

- The National Society of Collegiate Scholars, 2021 – present
- The National Society of Leadership and Success, 2021 – present
- Zeta Tau Alpha – Gamma Kappa Chapter, 2020 – present, *Senior Events Coordinator*
- Taylorsville Baptist Church – Food Pantry volunteer & Children's Instructor, 2016 – present

EDUCATION

JAMES MADISON UNIVERSITY • BACHELOR OF BUSINESS ADMINISTRATION • CLASS OF 2023

- **Major:** Marketing
- **Minor:** Computer Information Systems
- Concentration: Digital Marketing
- 3.2 Cum GPA

EXPERIENCE

BLUETICKSOCIAL, ARLINGTON, VA (REMOTE) • SOCIAL MEDIA MARKETING INTERN • JUNE – AUGUST 2022

- Collaborated with various clients for brand promotion and created content to advance business expansion
- Communicated and coordinated tasks regularly with the marketing team and leadership
- Conducted research and analyzed business trends on social media platforms to determine content creation and scheduling
- Delivered creative content to cross-functional team

PRO SPORTS OUTLOOK, FALLS CHURCH, VA (REMOTE) • SOCIAL MEDIA INTERN • APRIL – AUGUST 2021

- Designed and developed multiple social media profiles for utilization within various platforms
- Decomposed high-level objectives into concrete tasks and increased traffic to the company's website by over 20 percent
- Led implementation of new marketing strategies across social media
- Assessed and communicated progress to manager and team regularly