



Bryanne Mitchell



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ABOUT ME

Multimedia Strategist

Visit <http://bryanneelaine.com/me>

I deliver high-end PR, Marketing, Branding, and Business Development solutions using proven methods, tools, and technology, fit for creative businesses of any size. I'm incomparably resourceful, energetic, accountable, and responsive. I work to harness converging media to amplify the voices of diverse cultural identities, ultimately building community around our differences and using the arts in media to inspire civic engagement.

I want to work with companies that take risks and stretch the imagination to enlighten their audiences with fresh perspectives.

Arapahoe Community College
AAS Contemporary Journalism

PROFESSIONAL REFERENCES

Adiel Lee
Singer/Actor
Client
(720) 251-5216

Shawna Seldon McGregor
Maverick Public Relations
Client
(917) 971-7852

Otoneyo Gonzales
Southwest DJ Alliance
Client
(720) 595-8266

AFFILIATIONS

- Colorado Notary Public
- Colorado Music Business Association
- African American Marketing Association
- Urban League of Young Professionals
- Black Biz Colorado

- CULTURE
- MUSIC
- LITERATURE
- FILM
- ART
- CANNABIS
- HEALTH/BEAUTY
- ACTIVISM

COLOR CODED MEDIA GROUP, Dec 2016 - Present | Denver, CO

CHIEF OPERATIONS OFFICER

- Drove creative PR and Marketing strategies for cannabis brands, independent artists, thought leaders, record labels, authors, product companies, and other creative entrepreneurs.
- Translated client requests into actionable creative briefs and scopes.
- Provided strategic oversight to internal teams and mentored junior team members to develop industry skills.
- Developed strategic assignments for all aspects of the brand experience including employees, sales and service and marketing
- Planned and executed B2C, B2B, B2E brand strategy, digital content creation, web development, online advertising, social media, experiential, mass media, PR and print campaigns, including aspects of engagement and distribution channels
- Designed impactful product marketing, selling and engagement strategies including product messaging and/or positioning; sales and employee programs for communications activation and tools; and experiential marketing
- Developed business systems and tools to optimize and enhance sales and promotional strategies
- Wrote compelling copy for biographical content, pitches, press releases, and technical writing
- Conducted business presentations and pitches in tailored, compelling formats
- Supported organic growth for existing clients by analyzing data, reporting trends in results to clients in comprehensible visual presentations, and providing strategic solutions to achieve business goals.

PRESTIGE MEDIA COLORADO, Aug 2016-2018 | Denver, CO

ACCOUNT EXECUTIVE

Supervisor: Ontoneyo Gonzales (720) 595 - 8266

- Developed and executed owned content strategy across branded client communication channels (Website Copy, Social Media, Blogs, etc.)
- Briefed clients on new creative trends, insights and generated ideas for how to best translate these across online client platforms
- Developed innovative ways to boost online and on-site traffic, as well as increase customer engagement.
- Real-time design and execution of social-first assets by channel— including but not limited to video, short-form GIFs/boomerangs/time-lapse/banners, static images, etc.
- Helped create and drove graphic strategy to support ongoing marketing initiatives
- Designed and executed experiential marketing events
- Designed and implemented tailored data collection strategies to support marketing goals
- Translated strategies into compelling and actionable creative briefs for internal teams
- Monitored & measured the impact of content in order to refocus efforts as needed
- Developed concepts and wrote engaging copy for various mediums including print and web projects like banner ads, websites, and email campaigns, as well as scripts for broadcast