

Everett Mitchell

347-967-6329 Mitchellgeverett@gmail.com

Brand Journalist/PR Executionist

Ambitious graduate with strong public relations, writing and relational skills, seeking to advance these proficiencies with a reputable company.

A sharp, detail-oriented, result-driven professional with a track record of editing and proofreading scholarly and research documents; writing speeches; translating visions and objectives into messages and composing editorials, press releases and articles that are relevant to the topic, speaker, and intended audience.

Professional Experience

Loss for Words Ink • New York, NY (May 2014- present)

Freelancer— Proofreader and Speechwriter

- Constructed website that caters to editing, proofreading, speechwriting, articles, op-eds, letter drafting and other writing services.
- Meticulous editing of hundreds of communication content for spelling and punctuation.
- Draft inspirational speeches for various clients.
- Realign and restructure coherency of a sentences/ documents.

Shamali Corp (Subway restaurants, Multi-units) • New York, NY (August 2007-Present)

Franchisee Partner

- Reduced overall food cost within the 28-32% range while minimizing waste.
- Subway Franchise of the year 2010 (New York State). Over five-year period (2008-14), sales increased over 50%. Stores (units) increased from one to four, over a six-year period
- Reduced labor costs and met budgets while ensuring high quality of QSC.

Bank of Nova Scotia• Kingston, Jamaica (May 1994-August 2007)

Personal Banking Officer

- Member of a retail banking team that experienced 13 straight years of billion-dollar records and unparalleled growth.
- Achieved million-dollar yearly sales target.
- Educated customers of the services and investing products through financial analysis.
- Provided customers with genuine retail and lending options.

Educational and Professional Development

The City College of New York, New York, NY

Master of Professional Studies: Branding & Integrated Communication (Anticipated completion: May 2020)

Lehman College, New York, NY

Bachelor of Arts in Mass Communication

Business Training Ltd, Manchester, England

Advanced Diploma in Business English

Certificates

HubSpot Academy: Content Marketing, Social Media Marketing and Inbound Marketing