

Shawn P. Mitchell

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Summary

Shawn P. Mitchell is a freelance content strategist. He plans, develops, deploys, measures, and manages content to achieve clear and concise objectives. Over 9,000 hours of his videos have been watched on YouTube, he has visited over 60 countries, and was accountable in Afghanistan for over \$25M in assets. He's been published in *International Living*, *Fund Your Life Overseas*, and *Roads & Kingdoms*.

Work Experience

Freelance Content Strategist

Self-Employed | November 2011 to Present

- Researching and creating content for websites, blogs, newsletters, social media, email campaigns, and white papers.
- Designing and developing content strategies to acquire leads, subscribers, and customers.
- Engaging audiences with a unified brand voice.
- Editing, proofreading, and measuring the success of existing content.
- Collaborating with content marketing teams to achieve project goals.
- Employing search engine optimization (SEO) and digital marketing techniques to boost content visibility.
- Working with seed, start-up, and early-growth companies to promote products, services, and investment.

Senior Program Manager

United States Navy | July 2007 - December 2008

- Awarded the Meritorious Service Medal, one of the highest medals in the U.S. Armed Forces, for the management of over \$25 million dollars' worth of equipment across 20 different locations in Afghanistan.
- Enhanced the operations of 20 economic development and diplomatic relations teams by coordinating communications and logistics support.

Chief Creative Officer

Strategic Pictures Multimedia | February 2006 - July 2007

- Designed websites, produced video, and created interactive media.

Program Manager

United States Navy | April 2002 - February 2006

- Earned the Humanitarian Service Award for participation in the 2004 Indian Ocean Tsunami relief efforts.
- Accounted for over US\$500,000 in cash, managed payroll for 250 employees, and contracted millions of dollars' worth of equipment and services around the world.
- Served as Public Relations Officer and managed international media contacts.
- Provided customer service and technical support to ship's crew.

Education

Master in Knowledge-Based Entrepreneurship

University of Malta | Summa Cum Laude | 2016

Master in International Relations

University of Oklahoma | GPA 4.0 | 2011

Bachelor of Science in International Business

University of Nevada, Reno | Minors in Economics & Japanese | 2000

Skills

Content Strategy, Content Marketing, Content Writing, Content Creation, Content Development, Content Management Systems, Search Engine Optimization, User Experience Design (UX), Branding, Google Analytics, Google Ads, AP Style, Wordpress, Microsoft Office, Google Suite, Apple Pages, Apple Numbers, Apple Keynote, Final Cut Pro, Motion, Photoshop, HTML, CSS, Javascript, Social Media Marketing, Hubspot, Trello, Customer Service, Technical Support, Project Management, Program Management, Teamwork, Public Relations, Infographic Design, Editing, Proofreading, Copywriting, Video Production, Digital Marketing, Market Research, Email Marketing, Data Analysis, Technical Writing, Blogging, Social Media Management

Certificate Links

[Content Strategy](#), [Google Analytics](#), [SEO](#)

Military Service

Branch: United States Navy

Rank: Lieutenant (O3) | Honorable Discharge

Commendations: Meritorious Service Medal, National Defense Service Medal, Afghanistan Campaign Service Medal, Global War on Terrorism Expeditionary Service Medal, Global War on Terrorism Service Medal, Humanitarian Service Medal, Sea Service Deployment Ribbon, Navy and Marine Corps Overseas Service Ribbon, NATO Medal

Hobbies & Interests

Sustainability, circular economies, ocean plastic cleanup, robotics, artificial intelligence, indoor farming, economic development, international travel, martial arts, culinary arts, running, historical fiction