

## **SHERRIE MITCHELL**

[REDACTED]  
Pensacola, FL 32514  
[REDACTED]

Email: sherrieandgreg@cox.net

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### **OBJECTIVE**

Experienced, dynamic manager who utilizes creativity, problem solving, leadership and teamwork skills to maximize return on investments, increase productivity and deliver excellent services with top-notch customer service.

- Superb written and oral communication skills
- Excellent relationship with staff members
- Excellent relationship with volunteers, donors and sponsors
- Embrace the challenge of fundraising and donor cultivation in current challenging environment
- Proven ability to communicate effectively with partners
- Top-notch customer service
- Proven ability to negotiate and win
- Knowledge of Federal and State Employment Law

### **WORK HISTORY**

*Jan 2002*      **Executive Director**  
*to*              *Pensacola Opera, Inc.*  
*Oct 2008*      *Pensacola, FL*

Responsible for oversight of general operations of the company including day-to-day business, building needs including renovation and expansion, marketing, ticket sales, advertising and publicity, public relations, public and private sector development, donor cultivation, marketing and advertising of company, and educational and outreach activities.

- Developed and maintained budgets in collaboration with Artistic Director and Education Director
- Represented company at fundraising and outreach events
- Managed contracts with vendors and service providers
- Established and fulfilled corporate sponsorship agreements
- Managed season program advertising sales, design and collections
- Managed content and design of promotional materials
- Supervised the work of the education director,

- marketing and development coordinator, patron services manager, office manager, accountant, volunteers and contract employees of the company
- Established and supervised interns and directed volunteer training
  - Worked with printers and graphic designers to achieve best and most cost effective results
  - Created and produced employee handbook and volunteer handbook
  - Served as company spokesperson for community presentations, speeches, promotional and fundraising events
  - Collaborated with business, industry and other non profit organizations for the benefit of Pensacola Opera and the community
  - Conducted annual staff evaluations using creative evaluation tool and methods (peer evaluations)
  - Created and conducted annual strategic planning with each department and held board retreat to review, edit and adopt
  - Press Release, Web and Newsletter content management

Jan 1999  
to  
Dec 2001

**Marketing Director**  
*Saltmarsh, Cleaveland and Gund*  
*Pensacola, FL 32502*

Responsible for developing and maintaining marketing strategies to meet organizational objectives. Evaluated client research, market conditions, competitor data and implemented marketing plan changes as needed. Responsible for all marketing, advertising and promotional activities including training for staff.

- Held "rainmaker" workshops for accountants and staff
- Supervised Marketing Coordinators
- Conducted annual strategic planning with staff and partners
- Coordinated external and internal marketing events
- Managed design and content of newsletter, marketing and promotional materials
- Spearheaded a new branding campaign for company
- Designed and successfully implemented a companywide incentive program
- Trained marketing coordinator for branch office
- Served as company spokesperson for community presentations, speeches, promotional events
- Coordinated trade shows and organized and implemented annual company retreats
- Excellent teamwork

Jan 1998  
to  
Jan 1999

**Marketing Coordinator, First Physicians**  
*Baptist Healthcare*  
*Pensacola, FL 32502*

Coordinated marketing activities and events for group of 50 previously independent physicians who joined Baptist Healthcare.

## **EDUCATION**

*Dec 1982*     **University of Tennessee**  
*to*             *Knoxville, Tennessee*  
*Dec 1984*     *Masters Degree*

Educational Psychology, Community Agency Counseling

- Social Work emphasis
- Deans List

*Dec 1976*     **Florida State University**  
*to*             *Tallahassee, FL*  
*May 1981*     *Bachelors Degree*

College of Communications: Speech Pathology and Audiology degree

- Communications and Marketing coursework
- Worked full-time while attending school

## **MEMBERSHIPS**

- LeaP Alumni - Class of 2005
- Pensacola Women's Alliance
- Past President American Marketing Association
- Past President Executive Sertoma Club, Knoxville
- Education Representative - debbie

## **SOFTWARE/SYSTEM SKILLS**

Comfortable with both P.C. and Mac platforms and proficient in the following:

- Microsoft Word, Access, Powerpoint, Excel
- Graphic Design software: Quark, Adobe Photoshop, Publisher
- Adequate graphic design skills

## **LANGUAGE SKILLS**

American Sign Language - functional skills

## **REFERENCES**

Reference list attached.