

Skylar Mitchel

(423)-588-9350 | skylarmitchel6@gmail.com | linkedin.com/in/skylar-mitchel

PROFESSIONAL SUMMARY

Marketing professional and MS in Marketing candidate with hands-on experience in digital marketing, campaign management, website development, content creation, and marketing analytics. Proven ability to lead client-facing projects, develop strategic marketing initiatives, and manage multiple priorities across different industries. Seeking opportunities that combine creativity, AI-driven innovation, collaboration, and campaign execution, with a particular passion for planning, organizing, implementing, and bringing marketing initiatives to life from concept to completion.

EDUCATION

University of Tennessee, Haslam College of Business
Master of Science in Marketing

Knoxville, TN
May 2027

East Tennessee State University, Sam Wilson College of Business and Technology
Bachelor of Science in Business Administration, Marketing, Analytics Concentration

Johnson City, TN
May 2026

EXPERIENCE

CLOUDWISE ACADEMY, Marketing Intern, Erwin, TN

October 2025 - Present

- Support digital marketing initiatives for CloudWise Academy, contributing to campaign development, tool onboarding, and audience engagement strategies.
- Collaborated with CEO and marketing team to assist in AI-powered marketing projects, applying creativity and analytical skills to real-world growth efforts.

BALLAD HEALTH, Marketing Intern, Johnson City, TN

May 2025 - August 2025

- Collaborate with administrative leadership and team members to support healthcare marketing initiatives, with a focus on promoting academic and research programs.
- Assist in planning events, managing student outreach efforts, and developing content that strengthens brand visibility within educational and clinical communities.

PROJECTS

Fundraising Campaign for the Jeremiah School in Honor of Autism Awareness Month

April 2026

- Conceptualized, planned, and executed a month-long fundraising campaign titled Acceptance in Action: Every Dollar Doubled for Autism Awareness Month.
- Organized and hosted a zero-budget fundraising meal entirely funded by donations, coordinating all logistics from venue setup to event-day operations.
- Developed a video content strategy for teachers to document activities throughout the month, then edited and published the footage across social platforms.
- Cultivated relationships with community members and local businesses to secure donations and drive participation, securing matching contributions that raised \$61,050 in total.

AI Website Design

October 2026

- Designed 25+ websites for local Tri-Cities businesses using AI-powered tools, delivering polished, professional online presences at scale.
- Streamlined the web development process by leveraging AI tools to reduce build time, enabling rapid delivery for small business clients across multiple industries.

Social Media Management — Nolichucky Outdoor Learning Institute & Jeremiah School

April 2026

- Managed social media strategy, content creation, and campaign execution across Facebook and Instagram for two organizations with a combined audience of 10,000+ followers.
- Planned and executed content calendars, promotional campaigns, and community storytelling initiatives that increased audience engagement while supporting enrollment, fundraising, and brand awareness goals.

SKILLS

Computer: Excel, SPSS, MySQL, Canva, Microsoft Office, Google Analytics

Certifications: Google Analytics Certified, Hootsuite Social Marketing Certified, CloudWise AI Marketing Certified