

# KEVIN M. MITCHELL

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**Who I Am:** Enthusiastic media creative, imaginative collaborator, rebranding expert, website consultant, messenger in all things social media, public relations proficient, engaging copywriter, and crafter of compelling stories looking to help in all things involving communication in today's ever-changing environment.

**Who You Are.** You have a story that needs to be told. You'd like more engaging social media communications. There's a rebranding issue. Your products and services are stunning and more people need to know about it. You believe people are human, and smart, and you want to sustain a real conversation in new, vibrant ways.

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| <b>Marketing Talent</b>               | <b>Busy Bee Studios</b> <span style="float: right;"><b>2008–present</b></span>   |
|                                       | <ul style="list-style-type: none"><li>• Writer and content provider for award-winning digital production company. Provide a wide range of dialogue, stories, and straight-up marketing content (fliers, trade show signage) serving a variety of clients.</li><li>• Create online games and quizzes for HP, Disney, Nestle, Huggies, Best Western, Kellogg's, Stonyfield Farm, Great Wolf Lodge Resort, and Star Wars Legos.</li></ul>   |
|                                       | <b>St. Louis Music</b> <span style="float: right;"><b>2008–2013</b></span><br><i>Public Relations/Marketing and Website/Social Media Consultant</i> <ul style="list-style-type: none"><li>• Rebranded and rewrote website and general B2B copy for music instrument wholesaler and supplier. This included two to three monthly press releases on latest products, ghostwriting for the CEO, and crafting of overall brand image for several lines of instruments.</li><li>• Became the Facebook voice of company's premier guitar line, quadrupling their "likes" in six months and engaging fans with posts. Worked trade shows and organized media exposure as well.</li></ul>  |
|                                       | <b>Fred &amp; Ethel Productions</b> <span style="float: right;"><b>1999–present</b></span><br><i>Public Relations/Marketing and Website/Social Media Consultant</i> <ul style="list-style-type: none"><li>• Provided copy/content and press releases for a variety of small businesses: a medical IT company, GPS-Ski Souvenir Company, local photographer, non-profits, pool servicing company, Sears cleaning franchise, and music instrument case company, among others.</li></ul>  |
|                                       | <b>Disney.com</b> <span style="float: right;"><b>2005–2008</b></span> <ul style="list-style-type: none"><li>• Head writer for Playhouse Disney's Let's Play Music site, which educated parents and their children about making music. Assisted in creating interactive games and was editor for the "Ask the Experts" section.</li><li>• Television web tie-ins included projects for <i>Handy Manny</i> and <i>Little Einsteins</i>. Event tie-ins included Winter X Games.</li><li>• Wrote eight-page web-based interactive stories based on Disney/Pixar's <i>Cinderella</i>, <i>Finding Nemo</i>, and <i>Toy Story</i>.</li></ul>  |
| <b>Corporate Training/Edutainment</b> | <b>TrainingScape</b> <span style="float: right;"><b>2000–2002</b></span><br><i>Head Writer/Producer</i> <ul style="list-style-type: none"><li>• Took complex business books and teaching materials and made them accessible, easy to digest, engaging, and memorable for web-based corporate training company.</li><li>• Wrote scripts for web-based, story- and character-driven, animated movies. Hired additional writers and story-edited their scripts.</li><li>• Developed, wrote, and produced corporate training presentations featuring interactive video sketches in a live theater format. Hired segment producers, directors, and actors; oversaw all aspects of DVD multimedia presentation. Cast and directed voice-over talent.</li></ul> |
| <b>Publishing</b>                     | <b>Alfred Publishing</b> <span style="float: right;"><b>1991–2000</b></span><br><i>Director of Public Relations and Marketing</i> <ul style="list-style-type: none"><li>• Interviewed and placed products with <i>The New York Times</i>, <i>Los Angeles Times</i>, <i>National Public Radio</i>, <i>USA Today</i> and dozens of other newspapers and over 100 radio stations.</li><li>• Wrote, produced, directed, and edited documentary on new warehouse.</li><li>• Designed and developed brochures, direct-mail pieces, and fliers for consumer and B2B.</li><li>• Conceptualized and implemented ad campaigns for consumer and trade.</li><li>• Created, designed, wrote, and edited monthly company newsletter.</li></ul>                         |

<b>Storytelling</b>	<p><b>MMR Magazine</b></p> <p><i>Editorial Director</i> <b>2013–2014</b></p> <p><i>Managing Editor</i> <b>2004–2006</b></p> <p><i>Freelance Writer</i> <b>1999–2004; 2006–2013</b></p> <ul style="list-style-type: none"> <li>• Longtime contributor to music instrument B2B magazine writing features, investigative news pieces, and editorials.</li> <li>• Wrote the “WebWise” column keeping music instrument retailers up on the latest developments and best practices regarding websites, social media, promotion, and community building.</li> </ul> <p><b>Timeless Communications</b> <b>1999–Present</b></p> <p><i>Senior Writer</i></p> <ul style="list-style-type: none"> <li>• <i>Projection, Lights &amp; Staging News</i>: A magazine for live event professionals: Cover technical developments, success stories, and professional profiles in the live event industry (concerts, corporate events, etc.).</li> <li>• <i>Front of House</i>: A magazine for pro audio professionals: Cover technical developments, success stories, and professional profiles in the world of concerts, installations, festivals, and houses of worship.</li> <li>• <i>Stage Directions Magazine</i>: A magazine for theater manufacturers and high school/college/community theater players: Report on innovations, notable productions, and key professionals in the theater world.</li> </ul>
<b>Other Magazines</b>	<p>Contributed articles to <i>St. Louis Magazine</i>, <i>Club Systems International</i>, <i>Consumer Digest</i>, <i>Music &amp; Sound Retailer</i>, <i>Footwear Plus</i>, <i>Missouri Meetings &amp; Events</i>, <i>Quilters Newsletter</i>, <i>School Band &amp; Orchestra</i>, <i>JazzED</i>, <i>Gateway Heritage</i>, <i>St. Louis Homes</i>, and <i>International Music Festival's LineUp</i>.</p> <ul style="list-style-type: none"> <li>• For three years wrote a monthly column on what to do in St. Louis for AirTran's in-flight magazine, <i>GO!</i></li> </ul>
<b>Productions</b>	<p><b>Parnelli Awards (<a href="http://www.parnelliawards.com">www.parnelliawards.com</a>)</b> <b>2005–present</b></p> <p><i>Producer/Head Writer</i></p> <ul style="list-style-type: none"> <li>• Responsible for annual live two-hour awards show, including hiring and supervising all technical crew.</li> <li>• Write and produce documentaries on luminaries in the rock and roll arena. Hire voice talent and video editor.</li> <li>• Work with hosts like Alice Cooper, Dennis DeYoung, Brooks &amp; Dunn, Flo &amp; Eddy, and Micky Dolenz, writing their speeches in entertaining story fashion.</li> <li>• Responsible for event marketing and public relations, updating <a href="http://www.parnelliawards.com">parnelliawards.com</a>, and managing Facebook page.</li> </ul> <p><b>Explore St. Louis</b> <b>Fall 2008</b></p> <p><i>Producer/Talent</i>. Co-wrote and starred in PSA produced by Cityfool.tv on family-fun places to visit while vacationing in St. Louis, based on my book <i>St. Louis Dad</i>.</p>
<b>Published Books</b>	<p><i>How to Put a Band Together</i>, <i>Making a Great Demo</i>, <i>Time Traveler's Guide to Music History</i>, <i>Essential Songwriter's Rhyming Dictionary</i>, <i>Rock Singing Techniques</i>, <i>American Indian History: Wickiup</i>, <i>The Musician's Ultimate Joke Book</i>, and <i>St. Louis Dad</i>.</p>
<b>More Scribing</b>	<p>Eight produced one-acts, children's plays, and musicals produced in L.A. and St. Louis; two sitcom pilots sold; blogging for the Be Human Project (<a href="http://behumanproject.net">behumanproject.net</a>) and my own sites, <a href="http://KevinMMitchell.com">KevinMMitchell.com</a> and <a href="http://TheKevinMitchell4.com">TheKevinMitchell4.com</a>.</p>
<b>Music</b>	<p>Lifelong musician, teacher, music education advocate with intimate knowledge of and experience with the business of music instruments. Ringleader of the Kevin Mitchell 4, a St. Louis jazz band.</p>
<b>Education</b>	<p><b>University of Missouri–Kansas City Conservatory of Music</b></p> <p>Major in music composition; minor in English/journalism</p> <p>President of the Composer's Guild; weekly newspaper's managing editor</p>