

KEVIN M. MITCHELL

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Freelance Writing

FEATURE WRITER

March 1999–present

MMR Magazine: Managing Editor (2006–2008). Before, during, and after: wrote profiles on successful music dealers and in-depth stories on musical instrument companies and retail developments and innovations, wrote columns for the website, and blogged on issues of the day.

Projection Lights & Staging News: Covered technical developments, success stories, and professional profiles in the projection, lighting, and staging industry.

Stage Directions Magazine: Reported on innovations and key professionals in the theater world.

St. Louis Magazine: Wrote investigative stories, in-depth features on communities and social issues, Q&As with national politicians and business and community leaders, and humor pieces.

OTHER MAGAZINES: *Front of House*, *Club Systems International*, *Music & Sound Retailer*, *JazzED*, *Missouri Meetings & Events*, *Gateway Heritage*, *Go!*, and *St. Louis Homes*.

Web Writing/Marketing

DISNEY.COM

August 2005–present

Head writer for Playhouse Disney's Let's Play Music site, aimed at educating parents and their children about making music. Assisted in creating educational interactive games, and is supervising contributor to the "Ask the Experts" section. Wrote eight-page interactive stories based on the Disney/Pixar properties *Cinderella*, *Finding Nemo*, and *Toy Story* (www.disney.com/magicartist).

SLOPETRACKER

2004–2005

Consultant. Wrote all copy for the website, provided copy for brochures and flyers, and handled public relations for this high-tech ski accessory startup (www.slopetracker.com).

OTHER WEB CLIENTS: Universal Studios, Huggies, Kellogg's, Prime Media Publications, Symphony Publications, Nancy Stevens Photography, and others.

Live Event and Documentary Writing / Production

PARNELLI AWARDS

2005–present

Producer and Head Writer of the Parnelli Awards (www.parnelliawards.com), the Oscars® of the Live Event Industry. Was responsible for two-hour live awards show, and wrote and produced documentaries on luminaries in the rock and roll arena, including Alice Cooper. Also was responsible for all marketing and public relations for the event.

EXPLORE ST. LOUIS

Fall 2008

Cowrote and starred in PSA produced by Cityfool.tv on family-fun places to visit while vacationing in St. Louis.

Corporate Training/Edutainment

TRAININGSCAPE

February 2001–February 2002

Head Writer/Producer. Wrote scripts for web-based, story- and character-driven, animated movies. Hired additional writers and story-edited their scripts. 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.

Public Relations/Marketing

POLITICAL CONSULTANT / COMMUNICATIONS DIRECTOR

2006, 2008, 2012

Communications Director for James Trout's run for state representative in 2006 and state senate in 2008. Responsible for web content, press releases, and mailers. Consulted on campaign message and speeches, and coordinated letter-writing campaigns.

ALSO: Consulted and provided content for other local political candidates in addition to assisting in media relations of Congressman Adam Schiff's first victory representing Glendale, Calif.

(MORE)

ALFRED PUBLISHING

1991–2000

Director of Public Relations and Marketing. Interviewed and placed products with *The New York Times*, *Los Angeles Times*, *National Public Radio*, *USA Today*, and dozens of other newspapers and over 100 radio stations. Wrote, produced, directed, and edited documentary on new warehouse. Wrote brochures, direct-mail pieces, and flyers. Wrote, created, and coordinated ad campaigns. Created, designed, wrote, and edited monthly company newsletter.

**Theater/
Additional
Writing**

Wrote and composed *Beanstalk! The Musical!* staged twice in St. Louis (1996, 2007); Co-wrote *Musical: The Musical!*, produced by LA's Knightsbridge Theatre, 2005; contributed encyclopedia articles for Salem Press's *Popular Musicians* and *The 50 States*, 1999; wrote humorous piece for *The New York Times* and *Los Angeles Times*, 1997; co-wrote *A Time for Joy* sitcom pilot for Riviera Productions, 1996; produced, co-wrote, and co-directed *Adventures of Buddy*, a sitcom pilot, 1994; wrote six plays, monologues, and musicals that were produced, 1992–2001.

**Published
Books**

How to Put a Band Together, *Making a Great Demo*, *Time Traveler's Guide to Music History*, *Essential Songwriter's Rhyming Dictionary*, *Rock Singing Techniques*, *American Indian History: Wickiups*, *The Musician's Ultimate Joke Book*, and *St. Louis Dad*.

Education

University of Missouri—Kansas City Conservatory of Music. B.A. in music (major in composition, minor in English/journalism). Editor of campus weekly newspaper, president of the Composer's Guild.