

CARLA MITCHELL

Phoenix, AZ

(602) 330.5104 | carlamitchell1@gmail.com

Portfolio: www.carla-mitchell.com

Communications Specialist | Copywriter | Content Strategist

PROFESSIONAL SUMMARY

Marketing communications professional and creative copywriter with experience developing B2B, consumer, and internal campaigns across print, digital, social media, and PR channels that drive sales and brand awareness. Adept at translating complex information into clear, engaging messaging that prompts audience action and supports brand and product strategy. Background in television storytelling brings strong narrative and creative instincts, research expertise, and a collaborative production mindset.

PROFESSIONAL EXPERIENCE

Advertising Copywriter – Sunstate Equipment

Phoenix, AZ | Jul 2022 – Present

- Develop and execute integrated B2B communications campaigns for a nationwide equipment rental company, partnering with creative, sales, operations, and project teams to support business objectives and customer engagement.
- Create multi-channel content across print, digital, email, social media, PR, web, trade publications, video scripts, and sales enablement materials while maintaining brand consistency and messaging standards.
- Lead messaging development for national customer retention initiatives, regional marketing campaigns, product promotions, and event communications that support customer engagement and business growth.
- Craft communications supporting acquisitions, branch relocations, company announcements, and operational initiatives, ensuring consistent messaging across multiple markets and stakeholder groups.
- Produce internal communications and employee-facing content supporting company-wide initiatives across a 1,600-employee organization, including career development resources, training materials, employee newsletters, and organizational updates.
- Partner with subject matter experts, business leaders, and cross-functional teams to translate complex construction, industrial, and equipment rental topics into clear, audience-focused communications.
- Support customer events, used equipment sales initiatives, trade shows, and other promotional efforts through campaign messaging, collateral development, and stakeholder coordination.
- Manage multiple concurrent communications projects in a fast-paced environment, balancing competing priorities while delivering high-quality work under tight deadlines.

Copywriter - JOYIN, Inc.

Tempe, AZ | Oct 2021 – Apr 2022

- Collaborated with marketing teams in the U.S. and China to develop original content for websites, blogs, product listings, and social media channels for a company specializing in toys, party supplies, and seasonal home décor.
- Developed persuasive, engaging copy for social, product descriptions, and web, including headlines, taglines, and calls to action.
- Wrote for multiple brands while adapting voice and tone to match brand guidelines.

- Researched trending topics and created blog content aligned with company products using internal linking and backlink strategies.
- Produced SEO-optimized product content aligned with high-volume search keywords and SEO best practices.
- Wrote press releases in AP style and proofread marketing materials for accuracy and quality.

Marketing Communications Consultant (Freelance)

Phoenix, AZ | 2020–2022

- Founded and managed a boutique marketing communications consultancy, delivering sales and marketing copy for clients including Glendale Community Center and Delta Dental AZ.
- Developed high-impact creative assets—including ads and campaign messaging—that supported brand visibility and audience engagement.
- Partnered with client teams and creative collaborators to conceive, refine, and execute cohesive brand messaging across digital, print, and advertising channels.

Producer / Story Producer | Narrative Content & Storytelling

Los Angeles, CA | 2011–2021

- Crafted compelling narratives and on-air scripts for episodic TV, documentaries, and specials for major networks including HBO Max, E!, Netflix, VH1, VICE, and Nat Geo (e.g., *Botched*, *Celebrity Wife Swap*, *RuPaul's Drag Race: All Stars*, *Wicked Tuna*, and others).
- Managed team workflows and prioritized projects to meet strict deadlines while adhering to network and production company standards.
- Transformed raw footage and interviews into cohesive storylines and scripts that met network requirements and supported creative objectives.
- Produced multi-format TV content, developing messaging, tone, and narrative skills directly transferable to marketing campaigns and brand storytelling.
- Executed creative vision collaboratively with production teams, ensuring alignment with network objectives.
- Researched and distilled complex topics into engaging, audience-focused content.
- Collaborated with diverse creative teams to develop stories aligned with brand, tone, and audience expectations.

EDUCATION

University of Vermont, Online, May 2021

Certificate of Digital Marketing

- Training in digital marketing channels, SEO, and paid search best practices.

Arizona State University, Tempe, AZ

Bachelor of Arts, English Literature | Dean's List | Contributor, *ASU Insight* faculty/staff publication

SKILLS

Copywriting • Marketing Communications • Content Development • Brand Messaging • Storytelling
 • Internal Communications • Public Relations • AP Style • Research • Interviewing • Cross-Functional
 Collaboration • Project Management • Campaign Development • Email Marketing • Social Media
 • SEO Writing • Salesforce Marketing Cloud • Sprout Social • WordPress • Yoast SEO • Google
 Keyword Planner • Canva • Microsoft Office Suite • AI-Assisted Content Creation