

# Mitchell Cannon

## Marketing and Communications Manager

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### PROFESSIONAL EXPERIENCE

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**Miltec Inc**, Stevensville, Maryland  
*Communications and Marketing Manager*  
February 2024 - Present

- Led comprehensive web design, video development, SEO development, and graphic design projects.
- Develop social media, and email content for marketing campaigns.
- Responsible for managing and creating all visual content(videos, photos, and graphics).

**JASCO Inc**, Easton, Maryland  
*Digital Marketing Specialist*  
July 2019 - February 2024

- Grew incoming leads by 200% over the course of 4 years using web design, SEO enhancements, and video content.
- Successfully grew JASCO's YouTube from 20 to 1000 subscribers.
- Helped lead a weekly comprehensive webinar campaign over the course of 12 weeks.

**Washington College**, Chestertown, Maryland  
*Digital Media Services Coordinator*  
December 2017 - July 2019

- Directed video production teams and managed audiovisual events, ensuring seamless execution of projects.
- Supported digital media initiatives and contributed to the enhancement of multimedia resources.

### EDUCATION

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**Salisbury University**, Maryland  
Bachelor of Arts in Communications, Minor in Marketing  
August 2014 - December 2016

### SKILLS

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- Web Design, SEO, Animation, Video Production, Wordpress, Email Marketing, Social Media, Google Analytics, Power Bi, Press Releases