MONICA Mitchell

MARKETING STRATEGY & OPERATIONS LEADER

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Objective

Strategic marketing leader with 15+ years of experience driving brand awareness, integrated marketing initiatives, communications, and operational excellence. Proven ability to translate business objectives into actionable marketing strategies, lead cross-functional teams, and build strong partnerships that deliver measurable results. Passionate about brand storytelling, challenging the status quo, and bringing creative ideas to life. Known for connecting people, strategy, and execution to strengthen brand presence, inspire collaboration, and drive business growth.

Experience

Marketing Project Manager, Foster Group **April 2026 – Current**

- Lead integrated marketing initiatives across digital advertising, brand awareness, content, social media, print, and events, aligning creative strategy with business objectives.
- Drive cross-functional collaboration with leadership, internal teams, and agency partners to strengthen brand consistency, streamline execution, and deliver impactful campaigns.
- Lead digital marketing efforts that contributed to 248% growth in paid advertising impressions and 181% growth in clicks from September to October 2026.
- Guide social media strategy and content development, generating 142 new LinkedIn followers, 3,021 Facebook engagements, 139K+ Facebook media views, and a 155% increase in Facebook engagement during the September–October 2026 reporting period.
- Strengthen marketing operations through improved workflows, vendor accountability, strategic planning, and data-driven insights to support continued growth and team effectiveness.

Communications Production & Operations Manager, MidAmerican Energy **Aug 2022 – April 2026**

- Delivered 900+ annual marketing and communications projects, including 914 projects in 2025, while managing priorities, resources and complex deadlines.
- Directed creative production and workflow for the graphic design team, ensuring brand consistency and quality across high-volume, multichannel deliverables.
- Established production processes and best practices for quality control, content scheduling, performance measurement and regulatory compliance.
- Managed a $5.3 million annual marketing budget, including contracts, billing operations and monthly financial reviews.
- Led execution of high-profile events and strategic communications initiatives aligned with organizational priorities.

Communications Traffic Coordinator, MidAmerican Energy **Mar 2019 – Aug 2022**

- Managed marketing project intake, workflow, schedules and stakeholder coordination across internal teams, external partners and creative resources.
- Oversaw departmental procurement, contracts, invoicing and budget reconciliation.

Balancing and Settlements Analyst I & 2, Berkshire Hathaway Energy **Mar 2013 – Mar 2019**

- Managed customer usage forecasts, market requirements and collateral obligations using account and market data.
- Validated charges and load volumes across regional transmission organizations and electric trading entities.
- Analyzed cost and operational data to identify trends and support financial planning, decision-making and regulatory reporting.

Associate Contract Administrator, Berkshire Hathaway Energy **May 2011 – Mar 2013**

- Managed natural gas contracts and served as a liaison among legal, sales, product management and customer service teams.
- Improved contract processes, maintained operational data and supported electric pricing, customer enrollment and regulatory requirements.

Education

Bachelor's Degree, Drake University — Des Moines, IA

Extras

MidAmerican's Emerging Leaders Training Program **Feb 2025 – Dec 2025**

A leadership development program focuses on enhancing business acumen, leadership skills and networking with senior leadership.

Board Member, Deb McMillen's Parrotheads **Nov 2024 – Current**

Serve on the board of a non-profit dedicated to raising funds for local cancer patients facing financial difficulties due to medical expenses.

Human Performance Champion **Jan 2021 – Mar 2026**

Advocate for MidAmerican's Human Performance program that uses human performance (HPI) techniques to reduce the chance of error in work and detect and improve organizational weaknesses.

Skills

- Strategic Project & Program Management
- Creative Operations & Cross-Functional Collaboration
- Stakeholder Communication & Team Leadership
- Process Improvement & Workflow Optimization
- Strategic Problem Solving & Decision-Making
- Analytics, Reporting & Performance Measurement
- Budget & Vendor Management
- Relationship Management & Negotiation
- Adaptability & Emotional Intelligence

References

Debra Kibby
Past Supervisor, Berkshire Hathaway Energy
Phone: 515-321-6713

Eric Shepard
Director of Culture, MidAmerican Energy
Phone: 515-556-6036

Nickelle Stevens
Current Co-worker, MidAmerican Energy
Phone: 515-707-4119