

Keisha A. Mitchell

e: devk.annmitchell@gmail.com | li:



Keisha A. Mitchell is an expert Content Marketing and Experiential strategist with an extensive foundation as a Multimedia Journalist, Events Coordinator, and Community Manager.

Her multifaceted experiences creating content for various verticals, and activations across multiple formats within myriad sectors, alongside her deep involvement in the worlds of defi, tradfi, and fintech, have allowed her to partner with industry giants like Al6z, HBO, and Microsoft to produce immersive experiences that shape and shift cultures for audiences and shareholders.

EXPERIENCE

PUBLICATIONS MANAGER, PERSONALITY

JACK DANIELS ART BEATS AND LYRICS | Atlanta, Ga

5/2016 - 03/2018

As the Publications Manager and as a Personality for Jack Daniels' Podcast and touring events series -Art Beats and Lyrics, I facilitated and managed the publication of written content and marketing materials for the platform's 17 shows, to ensure uniformity, consistency, and promotion across all relevant markets. I also led and hosted The SAPIO Show, which increased audiences globally by 13%, and had a successful three-year run that allowed me to partner with major media entities to create impactful events with companies such as **HBO, Microsoft, Jack Daniels, and Art Beats and Lyrics.**

NORTH AMERICAN DEVREL LEAD & LEAD CONTENT CREATOR, DEVELOPER PORTAL 1.0

LEDGER | Paris, France

11/2021-04/2023

At Ledger, I served as both the Lead Content Creator for their official Developer Portal 1.0, and Lead North American Devrel Advocate, where I equally owned the advocacy efforts for the North American continent -producing end-user and developer-centric events-, as well as conducted interviews and research for monthly lifestyle and technical articles for Ledger's official website. As the Community Events organizer for Ledger, I created weekly, monthly, and quarterly events and multimedia content series exclusively for members of Ledger's Discord servers for the 22-23 fiscal year. I produced and led activations for conferences such as **ETH Denver** and **Render ATL**, and created events such as **Ladies Love Hacking (Virtual Hackathon), AMAs, and Product Releases (virtual).**

COMMUNITY MANAGER

F3VC | Vancouver, British Columbia

06/2022 - 04/2023

As Community Manager for F3VC, I helped create and coordinate the marketing and branding efforts of the organization to attract and support Women founders, funders, and developers within the web3 ecosystem across various channels and mediums, resulting in donations of over \$25,000 USD to female-led businesses in web3. During my tenure, F3VC led events for the **SHE Indiginomics Summit, F3STIVAL Conference (B.C.), and F3ST Conference (ATL).**

FOUNDER

ACTUALITY AGENCY | North America

08/2023 - Current

As the Founder of Actuality Agency, I work with tech, defi and fintech Founders to amplify their unique narratives and help actualize their brands' presence. To date, Actuality Agency had worked with over a dozen enterprises and startups and has produced events in collaboration with the following entities and platforms: **Al6z, SF and LA Tech weeks, Money 2020, ETH Global, The Indianapolis Public Library, The DC Blockchain Summit, and The National Alliance for Financial Literacy and Inclusion.**

SKILLS

Over two decades of experience in: Investigative, Lifestyle, Culture, and Tech Journalism | Community Management | Communication Strategy | Technical Content Creation | Multimedia Asset Development | Event Creation and Execution | Partnership & Project Management | Business Development | Fundraising

EDUCATION

Clark Atlanta University, BA | History, Minor in Print Journalism
Eleven Fifty Academy | Full Stack Web Developer Certification