

Douglas E Mitchell

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SUMMARY

I am an Experienced Analytic Translator and passionate developer of team members and cultures. My key areas of interest are the Future of Work, people analytics, and data-driven decision-making.

EXPERIENCE

Business Support Consultant | Wells Fargo | West Des Moines, Iowa | v ary 2017 – Present

- Conduct process improvement activities across teams in the Advanced Listening ecosystem, including process mapping, change management, centralized intake, and the establishment of metadata standards to drive reporting.
- Built a Confluence-based Risk Control tracking framework that provides full transparency, accountability, and governance for the Advanced Listening Risk Control portfolio.
- Built tracking process in Jira for the Annotation Execution team enabling reporting and dashboard development. The solution identifies coaching needs, measures the impacts of targeted coaching efforts, and drives quality improvement.
- Built knowledge base and training hub for programs including both on and off-shore team members using Confluence.
- Created and managed quality oversight process for data annotation process. The resulting process and dashboard replaced 90% of a departing FTE.
- Developed and managed deployment, training, and support for the NICE/Nexidia speech analytics solution to 3000+ team members in Centralized Sales & Fulfillment lines of business. Included development of online and offline documentation and support material. During a 12-month period, my approach reduced speech analytics solution on-premise training time and travel days by 50% (eight down to four).
- Used speech analytics data to develop insights for Mortgage Consultants and Home Loan Processors (HMCs and HLPs) and their managers.

Contract Marketing Analytics Consultant | Wells Fargo | West Des Moines, IA | September 2016 – December 2016

- Provided analytical and creative program development support for Efficiency & Effectiveness 2020 operational initiatives.
- Initiated engagement governance framework between Marketing and Enterprise Global Services.
- Completed Marketing Supply Chain vendor analysis facilitating data-driven and quantifiable vendor choice decisions.

Vice President Client Services | Businessolver | West Des Moines, IA | December 2013 – September 2016

- Managed six diverse and geographically dispersed teams (80 total team members) through the pre-sales, sale, deployment, and sustainment cycle of a complex Software as a Service (SaaS) Benefits Administration software platform, call center, and document fulfillment solution.
- Led successful annual enrollment for a portfolio of ~70 companies from 5,000 - 150,000 employees.
- Cultivated C-Suite relationships driving loyalty and satisfaction among the company's largest and most complex clients.
- Coached and developed five team members, from both technical and non-technical roles, into leadership positions.
- Used a combination of Design Thinking and Six Sigma (DMAIC) principles to facilitate more than 100 root cause analysis and remediation projects using the A3 model.

Adjunct Marketing Instructor | Des Moines Area Community College (DMACC) | Ankeny, IA | November 2013 – August 2015

- Taught Business to Business (B2B) Marketing (MKT 115) with a heavy emphasis on personal network and brand development using social media and influencer tools.
- Developed a case study-based curriculum using current business books resulting in high ratings from students and positive ratings from administrators.

General Manager | Scale Faster | Clive, IA | November 2011 – May 2013

- Grew recurring Information Technology Managed Services infrastructure customer base of active users by 25%.
- Streamlined customer support experience by deploying ZenDesk resulting in an 82% reduction in average outstanding support items over a 12-month period.
- Using Design Thinking Principles, built out a high touch consultative sales model in a 2400 square foot, former retail store location.

Vice President of Marketing | BirdDogHR | Urbandale, IA | June 2010 – November 2011

- Built hybrid internal-external marketing team to rebuild the company's brand, marketing strategy, and strategic partnerships in the job board sector.
- Product managed web-based applicant tracking system, including gathering user feedback, feature development, and ongoing innovation.
- Engaged and managed an overhaul of pay-per-click advertising campaigns (the highest marketing budget line item), resulting in 10X increased conversion rates and 62% reduced spend with Google and Indeed.
- Built position as a construction and trades job board leader by speaking at conferences, interviewing authors and influencers, and writing cornerstone content pieces.

Founder and Chief Marketing Officer | create WOW! media | Clive, IA | January 2007 – July 2010

- Built a digital marketing agency serving small-to-medium-sized businesses in the Midwest (sold company to an outside investor in 2010).
- Developed 50+ corporate website solutions, including recurring social media campaign management, custom-written, video, audio content, and overall marketing strategy.
- Actively managed social media and content marketing for one of the nation's top 5 floral companies.
- Became a subject matter expert in the utilization of eBooks to drive email signups and sales conversion for clients.

Business Development, Sales, and Marketing Roles | Experience Prior to 2007 | California | 1995-2007

- Early career roles provided experience in the technology sector, including hardware manufacturing, telecommunications infrastructure, and solutions sales.
- Numerous startup and early-stage opportunities taught self-reliance, drive, and maximum resource utilization.

EDUCATION

Bachelors of Science in International Business | Minor in Business Law | California State Polytechnic University | Pomona, CA | 1994

Masters of Business Analytics | University of Iowa | Des Moines, IA | December 2020

Certificate in Human Centered Design | University of Virginia Executive Education | Online | 2016

Candidate for Doctor of Strategic Leadership (DSL) | Liberty University (online program) | Lynchburg, Virginia | 2025

CERTIFICATIONS

Professional SCRUM Master Certification | Scrum.org | 2015

Certified in Agile principles to lead teams

Six Sigma Black Belt | Caterpillar, Inc. | 2016

Certified in Agile principles to lead teams

COURSEWORK

Data and Decisions | Graduate School of Business Analytics | Data Analysis

Performed complex analysis on datasets including housing price prediction, costs and benefits of bringing new drugs to market, and proper inventory of vaccines to keep on hand in case of an epidemic

Data Programming in R | Graduate School of Business Analytics | Programming

Used R programming language to analyze large data sets

Data Management & Visual Analytics | Graduate School of Business Analytics | Data Visualization

Used SQL to clean large data sets and created visualizations in Tableau to aid in GO/NO GO decision making

Digital Marketing Analytics | Graduate School of Business Analytics | Analytics

Used text mining via Twitter API to conduct sentiment analysis

Big Data Management & Analytics | Graduate School of Business Analytics | Programming

Leveraged Hive, Hadoop, Spark, and SQL to analyze large Yelp business data set using 3rd party infrastructure

Data Science | Graduate School of Business Analytics | Data Science

Created predictive stock pricing model and customer segmentation for accurate targeting

Data Leadership and Management | Graduate School of Business Analytics | Leadership

Created mock business, data strategy, and operational plan to achieve goals

Flawless Consulting | Wells Fargo Learning & Development | Consulting and Facilitation

Conducted "contracting" meeting with my leader resulting in more transparent and effective working relationship

INVOLVEMENT

Planning Team Member | Des Moines, IA | Immigrant Entrepreneur Summit | 2014-2016

· Researched and coordinated speakers and topics for annual summit and conducted breakout sessions on social marketing.

SKILLS

Agile: SCRUM and Kanban, standup facilitation

Data Management & Visualization: Tableau, Power BI (Learning), Excel, SQL, R, Hive, Hadoop, Spark

Content Marketing & Management: WordPress, Webflow, Confluence, Mail Chimp, Constant Contact, Pardot

Reporting: Microstrategy, Tableau, Excel, PowerPoint, PowerBI

General Office: Full MSFT Office Suite, Google Suite

Workflow & Productivity: Basecamp, Jira, Confluence

Public Speaking & Publications: Accomplished speaker and presenter, written 3 eBooks available on Amazon