

CeCe Mikell

1119 Talisman Road, Mt. Pleasant, SC 29464 | 843.860.8287 | cecemikell@gmail.com

SKILLS AND QUALIFICATIONS

Strategic planning
Growth management
Product/Service development
Marketing strategy
Public relations and outreach
Capital and annual budgeting
Systems Development and Technical Writing
Event design, planning and management

DIGITAL PROFILES



[CeCe Mikell, MBA](#)



[Facebook.com/CeCeMikell](#)



[Twitter.com/CeCeMikell](#)

BUSINESS AND OPERATIONAL LEADERSHIP EXPERIENCE

Business Coaching and Consulting	Armstrong Consulting Group, LLC	2015 – present
	Cleaning Business Builders	2013 – 2016
Strategic Business Development	Castle Keepers, Inc.	2011 – 2016
	Modern Cleaning	2011 – 2016
	Institute for Service Excellence	2011 – 2013

- developed “best practices” protocols for cleaning business startups, the first transition into employer-hood, through several expansion and growth stages, and for selling/closing a business
- acquired 68 independent business owners over three years as recurring coaching clients
- created turnkey and custom business systems for use in coaching/consulting with clients and assisting them in visualizing and achieving their business goals
- planned/directed leadership development initiatives through management training seminars for front line staff and strategic planning retreats for senior leadership; exceeded net income goals by more than 50%
- developed and implemented integrated marketing strategy for coaching firm, product distribution outlet, international cleaning services training program, and residential cleaning service provider; achieved 44% revenue growth year over year

PUBLICATION, BRAND DEVELOPMENT AND COMMUNICATION

Editor-in-Chief	CleaningBusinessToday.com	2013 – 2016
Director of Communications	Franke at Seaside	2007 – 2011

- created and implemented the editorial direction for CleaningBusinessToday.com, maintaining an annual schedule for original editorial, sponsored advertorial, and curated content
- promoted the free resource to members of the residential, commercial, carpet, window, and facilities cleaning and management industries across the US, specifically through negotiated alliances with the trade associations for those niches
- envisioned, developed and executed major annual fundraising campaigns and activities, exceeding net proceed expectations by more than 50% each year manage all major events planning, including marketing

PROFESSIONAL REFERENCES

Danielle Armstrong, Armstrong Consulting Group, LLC	704-806-1898
Austin Walker, Cleaning Business Today / Cleaning Business Builders	843-725-8417
Tomas Mendez, Franke at Seaside	843-297-7599

PERSONAL REFERENCES

Elizabeth Cassagne, friend and graduate school colleague	504-460-0909
Crystal Cassels, friend and music colleague	843-797-2478

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EDUCATION

M.B.A. in Business Administration	The Citadel	2010
Ph.D. in English with Emphasis in Composition and Rhetoric	University of South Carolina	2003
M.A. in Linguistics	University of South Carolina	1999
B.A. in Applied Music (Voice), English, and Music Theory	Newberry College	1997

TEACHING AND CURRICULUM DESIGN

Assistant Professor	Fashion Institute of Technology	2004 – 2007
Visiting Assistant Professor	Lander University	2003 – 2004
Adjunct Professor	The Citadel	1999 – 2000
Instructor of Record	University of South Carolina	1998 – 2003

- developed and taught courses/workshops in composition, literature, business, professional and specialized communication
- coordinated business/professional writing courses, developed program curriculum, mentored faculty
- designed and maintained departmental website; supported faculty in integrating technology into teaching practices and curriculum
- developed/drafted program manuals and policy handbooks
- chaired/co-chaired or served on administrative committees and projects at department, school, and college levels (faculty hiring searches, curriculum development, instructional technology)

ADMINISTRATIVE EXPERIENCE

Corporate Secretary	D.N. Jones Documentation Service	2000 – 2011
Executive Assistant	D.N. Jones Documentation Service	1995 – 2000
Administrative/Research Assistant	University of South Carolina	1998 – 1999

- designed original MS Access database and facilitated initial computerization of office
- translated standard vessel documentation forms (from France, Italy, and Germany) for vessel transfers to US documentation—ongoing contract service
- screened calls and mail from existing and new clients and from US National Vessel Documentation Center
- managed and executed event planning for regular speaker series

TECHNICAL PROFICIENCIES

Operating Platforms: PC/Windows XP - 10 and Macintosh/OSX

General Software: MS Office Applications, Corel Suite, Outlook

Publishing Software: MS Publisher, MS FrontPage, Adobe Pagemaker

Graphics Software: Adobe Creative Suite, Adobe Premier (video), FinalCut Pro, Nero

CRM Platforms: InfusionSoft, ServiceCEO, MS Dynamic CRM

Instructional Applications: Moodle, Blackboard, WebCT, Lotus Notes, Angel

Financial Applications: QuickBooks, Intuit GoPayment, Paypal