

Mickela Mitchell, MS, RDN, CSSD, LDN

803.804.9580

3142 Hitching Post Lane, Rock Hill, SC 29732

mmitchell@thedairyalliance.com

Professional Work History

The Dairy Alliance – Manager of Youth Wellness/Food Nutrition Outreach – 2006-2019

- Implement all aspects of The Dairy Alliance's sponsorship contract with the Carolina Panthers and Player Ambassador integrating and leveraging Club and Player assets in support of dairy via Fuel Up To Play 60 projects and events
- Establish and maintain healthy interpersonal relationships with contracted Player Ambassador, Team Services, and Club personnel that allow for efficient planning and execution of activities to mutually build all brands involved
- Optimize dairy usage in assigned territory awarding youth wellness grant budget, providing technical assistance for Fuel Up To Play 60, and dairy programs to increase dairy usage and consumption
- Cultivate relationships that convert thought leaders into active advocates for dairy by inclusion to exclusive farm tours and unique events supplying continuing education and communication training
- Assist a team and lead production of dairy nutrition creative collateral for use with consumers, students and health professionals including advocate training, media topic scripts with prop design, videos integrating NFL and Player assets, educational materials for high schools, and blogs
- Leverage legacy and social media outlets to communicate directly to consumers without advertising dollars. Script, pitch, book appearances and NFL event coverage in person and online, exceeding media impression goals
- Present dairy nutrition topics and speakers to health professionals including pediatricians, family physicians, nurses, registered dietitians, collegiate sports RDs, public health professionals
- Build and maintain excellent interpersonal relationships with crucial dairy producers in the Carolinas
- 2011-2014 performed duties and projects on demand in a consultant role, returning to full-time status January 2015

Clover School District – School Nutrition Director – 2003-2006

- Ran school meal program profitably through proper allocation of labor and food resources, lead a team of approximately 50 staff in 8 locations, implemented new point of sale technology to interface with district accounting software, and developed a robust catering program
- Planned menus, performing nutrient analysis to confirm adherence to USDA guidelines, managed CRE review process from State DOE
- Implemented kitchen and dining area renovation, equipment upgrades to improve flow of service, managed food and equipment bids and order processes, and state reporting to receive reimbursements
- Provided on-going continuing education for staff, and promotions to increase participation and image in the community

	<p>Rock Hill Schools – Nutrition Education and Promotions Coordinator – 2000-2003</p> <ul style="list-style-type: none"> ▪ Wrote and delivered in-class nutrition education lessons at elementary, middle, and high school levels; working with Instruction to write teacher-led lessons tied to national Math standards for grades 2-4 using food and supplies from café ▪ Wrote and delivered leadership development training classes designed to equip staff to step into cafeteria manager role, providing on-going continuing education for staff ▪ Created and analyzed school meal menus to assure USDA compliance and use of commodity goods ▪ Coordinated planning and execution of monthly promotions designed to increase meal participation rates and image in the community
Education & Professional Certifications	<p>Master of Science, Human Nutrition Winthrop University, Rock Hill, SC – August 2000</p> <p>Bachelor of Science, Food, Nutrition, & Foodservice Management University of North Carolina at Greensboro, Greensboro, NC – May 1997</p> <p>Academy of Nutrition & Dietetics – Credentialed by Commission on Dietetic Registration RDN, Registered Dietitian Nutritionist CSSD, Board Certified Specialist in Sports Nutrition, Through July 2021</p> <p>SC Department of Labor and Licensing LDN, Licensed to practice Dietitian Nutritionist, SC</p>
Professional Memberships & Positions	<p>Academy of Nutrition and Dietetics – SCAN Dietetic Practice Group</p> <p>SC Academy of Nutrition and Dietetics – Executive Board Member, Past Foundation Liaison</p> <p>Catawba Dietetic Association – President, Through June 2019</p> <p>Collegiate and Professional Sports Dietetic Association - Member</p>