

Collin F. Mitchell

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SUMMARY

Marketer building B2B social channels. Track record of translating complex AI products — model launches, AI infrastructure, developer tools — into credible stories that move enterprise buyers and developers. Immersed daily in the AI ecosystem and how organizations are adopting it. Comfortable operating with high autonomy in fast-moving, cross-functional environments.

PROFESSIONAL EXPERIENCE

NVIDIA — Social Media Specialist

January 2025 - Present | Santa Clara, CA

- Launched the NVIDIA Developer LinkedIn newsletter from scratch, aggregating technical blog content into a single, high-value distribution tool adopted by 400,000+ subscribers in 6 months.
- Refined the Developer LinkedIn strategy, increasing engagements 45%, video views 77%, and engagement rate 30% YoY — driven by a less is more mindset and a shift to platform-native, audience-first content.
- Built NVIDIA Developer's short form video pipeline, with Instagram receiving a 2,378% YoY increase in video views in one year.
- Pushed to shift content strategy from volume-based posting toward platform-native formats — short-form video, algorithmic feeds, mobile-first — driving 167% YoY growth in reach and 154% in engagements across all platforms.
- Overhauled reporting methodology to prioritize recommendation-driven metrics (engagement rates, video views, shares), delivering monthly reports to 200+ stakeholders.
- Developed copy and messaging for model launches, AI infrastructure and competitive inference benchmarks — working closely with product and engineering to build audience-right narratives that built trust with enterprise and developer buyers.
- Created content for major conferences (GTC, NeurIPS, PyTorch, Supercomputing, CES) — filming, editing, and producing on the ground. Collaborated on launches for Nemotron, DGX Spark, and Vera Rubin.

AMD — Senior Social Media Specialist

March 2022 - January 2025 | Austin, TX

- Led social content and creative for the Radeon RX 7000 Series and Ryzen 9000 Series launches — coordinating with GTM, PMM, PR, and demand-generation teams to align social content with the broader sales motion, operating with significant ownership on a lean team.
- Identified an underserved audience segment, mapped content strategy to product positioning, and wrote copy directly from GTM and press decks — demonstrating the editorial judgment to shape messaging rather than execute prewritten briefs.
- Built AMD's first short-form video strategy from scratch, scaling TikTok to 250K followers and 1.2M engagements within the first year, expanding the brand's reach to younger audiences.
- Managed daily community engagement across product launches— flagging issues, amplifying UGC, reaching out to users with bugs, and coordinating cross-promotion with AIB/SI partners.
- Promoted to Senior within one year. Awarded 3x AMD Spotlight Awards for launch execution and events.

SKILLS AND TOOLS

- **Strategy:** B2B Content Strategy, Enterprise Storytelling, Product Positioning, Go-To-Market Execution, Audience Segmentation, Editorial Judgment, Stakeholder Reporting, Pipeline-Aligned Content.
- **Execution:** LinkedIn B2B Channel Strategy, Social Media Management, Customer Use-Case Content, Short-Form Video Production, Copywriting, Community Engagement, Cross-Functional Collaboration.
- **Tools:** Sprinklr, Meltwater, Adobe Creative Suite (Premiere, Photoshop), CapCut, Reporting and Analytics Platforms.

EDUCATION

North Carolina State University — *Bachelor of Arts, Psychology*

August 2017 - May 2021 | Raleigh, NC