



Kerrie Mitchell

Vice President of Marketing and Development

Kerrie Mitchell, Vice President of Marketing and Development, joined Matrix Human Services in November 2016. She is responsible for all aspects of fundraising including grant management, corporate, individual and special events. She also leads all of the organization's marketing efforts, which includes traditional, digital and brand awareness and crisis communications. In addition, she also leads the charge on volunteer and board of directors engagement for Matrix Human Services. Kerrie has 12 years of prior experience in corporate communications, multi-channel marketing, branding, fundraising, donor relations, and stewardship. Kerrie was the recipient of The Michigan Chronicle's 40 Under 40 award in 2018.



Before joining Matrix, Kerrie was the Public Relations Director for Michigan Crossroads Council, Boy Scouts of America. She was primarily responsible for overseeing and executing the mission of preparing young people for life. She served as team lead to build marketing and communications strategies to improve the image, grow membership, support fundraising, program participation, and volunteer engagement through impeccable donor and volunteer relations. Prior to her work for non-profit, Kerrie worked in the radio and television industry. Being a native of Detroit and a product of the Detroit Public School System, she felt a higher calling to support the urban communities. She embarked on a journey in the non-profit sector. Kerrie received a BA degree in Communications, dual majoring in Journalism and Media Arts from Wayne State University.



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