

# Chelsea Nelson

MANAGEMENT | MARKETING | DIGITAL MEDIA | WEB DEVELOPMENT

*Profile* Keen eyes, fresh ideas, professional experience, excellent communication and interpersonal skills, excitement for new technologies and complete dedication round out this complete digital media, marketing and management powerhouse.

---

<i>Skills</i>	<b>Management</b> Maintain quality and efficiency throughout multiple employees, contractors and vendors.	<b>Web Design/Development</b> Creatively manage content to enhance the user experience and streamline processes.	<b>Digital Media/Marketing</b> Effectively communicate to consumers through multiple digital mediums.
---------------	--------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------

---

<i>Technical</i>	HTML ASP CSS Javascript Actionscript	Flash Dreamweaver Photoshop Fireworks InDesign	Illustrator After Effects Omnivex Digital Signage Microsoft Office Suite Facebook/Twitter/Blog
------------------	--------------------------------------------------	------------------------------------------------------------	------------------------------------------------------------------------------------------------------------

---

*Relevant Experience* **Communications Director**  
Bellevue Club – Bellevue, WA 2013 – July 2015  
Guided production of marketing materials, both digital and print. Developed marketing strategies and tactical plans. Developed print and online ad campaigns to reach businesses and leisure travelers, new members and private event clients. Prepared annual budget and business plans for the department and monitored progress throughout the year, making adjustments as needed to meet budget goals. Developed, coordinated and produced email marketing campaigns. Generated social media content from other marketing initiatives around the Bellevue Club and Hotel Bellevue. Monitored monthly website analytics to evaluate website and marketing effort performance. Editor-In-Chief/Publisher of *REFLECTIONS* magazine, a lifestyle magazine for Club members and Hotel guests. Interviewed, hired, managed, trained and evaluated three full-time employees as well as quarterly interns, contractors and off-site magazine advertising staff.

**Digital Media Specialist**  
Bellevue Club – Bellevue, WA 2004 – 2013  
Created, organized, prototyped, designed, updated and maintained content for Bellevue Club, Hotel Bellevue, Members Only, Reflections Magazine and intranet Bellevue Club websites, online newsletters, email marketing, social media feeds and digital signage.

**House Director** 2002 – 2004  
Alpha Chi Omega Sorority – Salt Lake City, UT  
House Director for the Alpha Chi Omega sorority. Managed house employees and ensured quality of performance. Coordinated facility management. Maintained and implemented disaster preparedness plans and coordinated practice drills for emergency situations. Provided a safe environment for the tenants and gave guidance and counseling as needed. Liaison between the tenants and the Alpha Chi Omega Housing Corporation. Adhered to very strict budget. Excellent time management skills and planning abilities.

# Chelsea Nelson

MANAGEMENT | MARKETING | DIGITAL MEDIA | WEB DEVELOPMENT

Relevant  
Experience  
(continued)

## **Webmaster**

National Weather Service – Salt Lake City, UT 1999-2004  
Designed and maintained Western Region Headquarters web pages. Responsible for day to day maintenance and troubleshooting of MySQL databases and ArcView GIS shapefiles to ensure the accuracy of the current watch/warning/advisory maps to ensure the safety of the general public. Focal point for customer inquiries via the Western Region Web page and educating the general public in the utilization and interpretation of the meteorological information that was conveyed via these web pages.

---

Additional  
Experience

## **Weather Aide Team Leader**

Salt Lake Olympic Committee – Salt Lake City, UT February 2002  
Weather Aide Team Leader for Utah Olympic Park in Salt Lake City, UT for the 2002 Winter Olympics. Coordinated weather aide schedules. Trained weather aides on correct use and interpretation of meteorological equipment. Collection, interpretation, and documentation of meteorological data at the venue. Managed the weather forecast desk and answered meteorological questions as needed. Gave an overview of procedures and equipment used for collection of meteorological data to the media. Assisted the forecaster as needed.

## **Clerical and Payroll Assistant**

University of Utah Payroll Office – Salt Lake City, UT Spring 1999  
Clerical and payroll assistant for the University of Utah Payroll office. Provided general clerical support including filing, copying, paycheck inquiries, computer research, data transfer, report documentation, and various other clerical tasks.

## **Call Center Customer Service**

Sur La Table – Seattle, WA Summer 1998  
Sur La Table is a kitchen equipment and supply company with retail stores in addition to a catalog. Worked in the call center receiving orders and providing customer service for catalog orders. Provided general clerical support including typing, filing, and inventory entry.

---

Education

University of Utah – Salt Lake City, Utah  
Major: B.S. Geography Minor: Meteorology  
Major GPA: 3.6

Inglemoor High School – Bothell, WA  
Class of 1998  
GPA: 3.9