

CHELSEA DAVIS

WRITER. MARKETER.
STORYTELLER.

SKILLS

- Writing & Editing
 - Copy, editorial, journalistic, social and email, web content, blogging, script writing and storyboarding
- Public Relations & Communications
 - Press release creation & distribution
 - Partnership and media development
- Marketing & Advertising
 - Strategy: overall, social, email, content
 - Creative: graphic design and copy
 - Web development and wire-framing
 - Paid and organic digital/social ads
 - Email marketing automation strategy
- Technical & Software
 - Audio/Podcast production and editing
 - Photography and Videography
 - Adobe: PSD, Pr, ID, Lr, Au
 - Mac: Final Cut Pro, Garageband
 - Microsoft: Office, Teams
 - Google: Drive, Ads, Analytics
 - Mailchimp, Constant Contact
 - Sprout Social, Hubspot, Buffer
 - Slack, Monday, Asana, CoSchedule
 - Wordpress, Squarespace, Wix
- Other
 - Media asset management/development
 - Project Management
 - French: and Arabic speak, read, write

CHARITY & INTERESTS

- Human Rights Campaign, Planned Parenthood, NARAL, Association Bouchra
- Travel, Astrology, Tarot, pop-culture, writing, Cultural Anthropology, cooking

CONTACT

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EXPERIENCE

MARKETING COMMUNICATIONS MANAGER

Nat'l Underground Railroad Freedom Center | 2021-present

- Lead content strategy & creation, utilizing data & analytics
- Provide thought leadership for creative development
- Manage partnerships - internally and externally
- Collaborate with PR & internal/external communication; press releases, media, etc.
- Lead strategy and execution of all marketing and campaign copy: social, web, ad (digital and print), etc.

AUDIENCE DEVELOPMENT MANAGER

Newsy/EW Scripps | Feb 2018-Jun 2021

- Generated a 75% increase in marketing-ad placements across OTT, OEM, and OOH partners
- Took charge as the Project Manager for all marketing campaign efforts and helped to produce a marked increase in productivity and consistency
- Served as acting copywriter for marketing/ad initiatives; as well as programming content descriptions & web content
- Integral member of the updated brand awareness campaign, including development of the 'new' tagline (current tagline).
- As lead ad producer, created a consistent rise in CTR on daily digital, social, & OTT
- Managed external strategic partnerships with OTT/OEM partners and liaised with internal departments
- Conducted regular audits - marketing, brand assets, copy - for brand consistency & updates.
- Utilize data (daily, weekly, monthly) & A/B testing to determine campaign & creative direction.

CONTENT LEAD, CONTRACT

Scotts Miracle Gro

FREELANCE WRITER/EDITOR & BRANDING

Various Publications/Companies

MARKETING COMMUNICATIONS COORDINATOR

Cincinnati Ballet | Jan 2017-Sep 2017

MANAGING PARTNER/EDITOR

The Write Dose | 2017-2020

DIGITAL PROJECT MANGER

Huber Personalized Medicine | Aug 2014-Dec 2015

EDUCATION

BA: JOURNALISM, COMMUNICATIONS

Miami University | 2009-2013

- Minor: Middle East & Islamic Studies
- IES Abroad, Morocco 2012