

CHELSEA ANDERSON

Social Media & Marketing

EXPERTISE

DESIGN

COMMUNICATIONS

PROJECT COORDINATION

SOCIAL MEDIA OUTREACH

MARKETING

EDUCATION


Master of Professional Studies


LIM College
New York, NY
May 2017
Fashion Marketing


Bachelor of Fine Arts

South Dakota State
Brookings, SD
May 2013
Degree: Graphic Design
Minor: Studio Arts
Certificate: Printmaking

CONTACT

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New York, NY 10029

EXPERIENCE

New York & Company - New York, NY

PR Coordinator

May 2018— October 2018

- Liaised with press and stylists on placements and send outs
- Assisted in social media planning, ideation and implementation
- Continuous communication with online community
- Created digital content for various projects utilizing Adobe Creative Cloud

Zac Posen - New York, NY

PR & Marketing Assistant

August 2016— May 2018

- Managed monthly expense reports and invoices for PR
- Coordinated editorial reports and brand decks, working closely with PR and Sales on monthly recaps
- Created various content utilizing Adobe Creative Cloud
- Collaborated and contribute with PR initiatives (i.e. photo shoots, events, parties)

Customer Service Manager (acting), Wholesale & E-Commerce

- Filled daily customer orders (i.e. Shopify and Far Fetch)
- Managed the customer service email

E-Commerce Intern

- Interpreted client needs through third party task orders
- Created various content utilizing Adobe Creative Cloud
- Assisted the creative team in creating content for various projects
- Helped sales team with updating inventory (i.e. Shopify and Far Fetch)

Diwa Dollhouse - New York, NY

Social Media & Marketing Intern

August 2016 - May 2017

- Assisted with reputation management through social media (i.e. Instagram)
- Created various content utilizing Adobe Creative Cloud
- Reached out to industry specific brands for potential collaboration

Michels Communications - Sioux Falls, SD

Graphic Artist

November 2014 - October 2015

- Head of creative design for a weekly publication
- In charge of reputation management through social media (i.e. Facebook, RE605.com)
- Interpreted client needs through third party task orders
- Created various content utilizing Adobe Creative Cloud

Zing Idea Factory - Sioux Falls, SD

Design Intern

May 2014 - August 2014

- Assisted the head of creative design in creating content
- In charge of reputation management through social media (i.e. Instagram)
- Interpreted client needs through third party task orders
- Created digital and print content utilizing Adobe Creative Cloud