

CHELSEA ANDERSON

Social Media & Marketing

EXPERTISE

SOCIAL MEDIA OUTREACH


COMMUNICATIONS


PROJECT COORDINATION


MARKETING

DESIGN

CONTACT

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 605.951.3405

 2208 S. Grinnell Ave.
Sioux Falls, SD 57106

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

EXPERIENCE

North American Truck & Trailer/Sioux Falls Kenworth, Marketing Director Sioux Falls, SD | May 2024 – December 2024

- Led and executed creative strategy and design for 30 retail locations across 6 states, ensuring brand consistency and alignment with corporate goals
- Managed the development of promotional products, from concept to production, for all stores, driving sales and customer engagement
- Handled all invoice management for creative projects, maintaining budget adherence and ensuring timely payments to vendors and contractors

Coyne PR, Senior Social Media Manager

New York, NY | March 2022 – January 2024

- In charge of social media planning, ideations and implementation
- Managed junior staff and oversaw daily community management across all clients social platforms
- In charge of facilitating influencer partnerships and campaigns (i.e. contracting, reviewing and communications)
- Created detailed project management plans and other project assets
- Built strong, long-term client relationships and maintained frequent contact
- Coordinated with studio team, ensuring client expectations and deadlines were met

The Thomas Collective, Creative Specialist II

New York, NY | January 2021 – March 2022

- Stayed up-to-date with digital technology trends
- Built strong, long-term client relationships and maintained frequent contact
- Managed organic social content calendar for clients
- Delivered quarterly creative assets for social media
- Created various content utilizing Adobe Creative Cloud

Account Manager

- Built strong, long-term client relationships and maintained frequent contact
- Coordinated with creative team to ensure client expectations are understood and deadlines are met
- Submitted deliverables and ensure they adhere to quality standards

The Makeup Show, Social Media & Marketing Manager

New York, NY | June 2019 – January 2021

- Reputation management through social media: garnering 15,000 new Instagram followers to date
- Liaised with press, stylists, third-party PR, artists and brands, creating partnerships
- In charge of social media planning, ideation and implementation
- Continuous communication with online community and online engagement (i.e. Facebook, Instagram, IGTV and X)
- Created digital content for various projects utilizing Adobe Creative Cloud

New York & Company, PR Coordinator

New York, NY | 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