

# Chelsea Napolitano

Brand Builder. Social Storyteller. Marketing Strategist.

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*"I help clients stand out in a crowded and competitive marketplace with data-driven, creative marketing strategies that put the customer first."*

## ✓ Skills & Competencies

Languages: Spanish (conversational)

### Proficiencies:



Social Media Management, Facebook, LinkedIn, Twitter, Instagram, YouTube, Data & Analytics, Social Media Advertising, Digital Media, Digital Advertising, Search Engine Optimization (SEO), Sprinklr, Hootsuite, Editorial Calendar Management, Brand Advocacy, Graphic Design, Photo/Video Editing, Adobe Creative Suite (Illustrator, Photoshop, InDesign), Adobe Premiere, WordPress, Microsoft Office Suite (Word, Excel, PowerPoint, Outlook), Copywriting, Project Management, Leadership, Contract Negotiation, Public Speaking, Technical Writing/Proposal Preparation, Budget Creation, Budget Management, Google AdWords/Search Advertising, Google Display Network

Online Portfolio: [ccbycn.com](http://ccbycn.com)

## Professional Experience



Senior Talent Brand Specialist | April 2019-Present  
Social Media Specialist | August 2015-April 2019

Establish brand identity, develop positive sentiment and increase awareness on digital and social media platforms.

- Develop and implement overall recruitment marketing and talent brand strategy to achieve consistent, impactful brand messaging and establish the company as an industry leader.
- Manage editorial calendar; develop attractive and engaging copy and media.
- Work cross-functionally to collaboratively achieve overarching business objectives.
- Monitor metrics and analyze data to measure KPIs, ensuring maximum ROI across social and digital channels.
- Manage relationships with third-party partners and vendors, negotiate annual service contracts, and manage ongoing projects.
- Utilize forward-thinking and creative approach to digital marketing, continuously explore new media, software, and other ways to innovate.
- Establish, launch and manage employee advocacy group of brand ambassadors.



Marketing & Business Development Specialist | August 2012-August 2015

Coordinate all marketing efforts and business development activities for rapidly growing mid-size law firm.

- Work independently to design/develop print and electronic materials for business development, marketing, meetings, and events including PowerPoint presentations, promotional packages, brochures, exhibit displays, advertisements, event invitations, press releases, proposals, qualification statements, employee resumes, and presentation materials in a deadline-driven environment.
- Implemented firm-wide program for completing responses to RFPs/RFQs.
- Plan & attend events and exhibitions to showcase and promote Firm activities and bring in new business.
- Coordinated redesign and launch of website; established and maintained social media identity.



Communication Specialist & Copywriter | May 2010-August 2012

Provide clients with appropriate, effective, high-quality marketing and multimedia material and strategies.

- Write/proofread/edit copy for promotional materials, print publications, video scripts and web.
- Manage multiple projects, schedules, and deadlines, ensuring client satisfaction.
- Research/develop/implement comprehensive marketing/brand development campaigns. Attend industry events and conduct promotional presentations for networking and business development.

## Education



Washington State University  
Edward R. Murrow College of Communication  
M.A. Strategic Communication  
August 2010  
GPA: 4.0



Rutgers, The State University of New Jersey  
B.A. Communication  
Minors: Latino Studies, Spanish  
May 2010  
GPA: 3.3