



CHELSEA BUCZEK

STRATEGIC COMMUNICATION

chelseabuczek.com

EXPERIENCE

SOCIAL MEDIA MARKETING • CHIMERA CAFE • JUN. 2018 – PRESENT

- Analyze and perform marketing audit to assess needs for effective social media marketing and address them accordingly through strategic social media marketing campaigns
- Maintain correspondence with followers and represent the company through online communication
- Enforce brand recognition and increase brand awareness through campaigns and engagement

ADMINISTRATIVE ASSISTANT/MEDIA MANAGER • SWORD AND PSALM MINISTRY • JUN. 2011 – PRESENT

- Utilized design editing software to create marketing graphics for products
- Designed and implemented monthly newsletter to increase brand awareness and earn supporters
- Created and maintained website and web generated content

STUDENT VOLUNTEER • WOODY GUTHRIE CENTER • JAN. 2018 – MAY 2018

- Collaborated on production of an online multimedia exhibit
- Researched, organized and presented information about American society using digital technologies

PUBLIC RELATIONS INTERN • AVENU CONSULTING • SEPT. 2017 – MAY 2018

- Assisted in implementing campaigns for social media, branding and public relations clients
- Monitored social media activity and engaged with consumers on social media platforms such as Facebook, Instagram and Twitter
- Designed original web content
- Successfully created print and web branding content
- Collaborated with print and television media to generate brand awareness

SOCIAL MEDIA MANAGER / GRAPHIC DESIGNER • OG FARMS • OCT. 2017 – FEB. 2018

- Successfully conceived and completed design projects from start to finish
- Maintained social media presence and increased brand awareness
- Increased followers by more than 200, through strategic campaigns
- Reviewed analytical data to understand consumer engagement and adjust strategies accordingly

SKILLS

- **Print:** brochures, newsletters, logos, business cards, posters
- **Web & Multimedia:** website design, video production and editing, social media
- **Tools and Analytics:** Google Analytics, Hootsuite, Wordpress
- **Software:** Photoshop, Illustrator, InDesign, Microsoft Office Suite
- **Social Media Platforms:** Instagram, Twitter, Facebook, Pinterest, Google +, YouTube, LinkedIn, Snapchat, WordPress

EDUCATION

2019 - B.A.
STRATEGIC COMMUNICATION
OKLAHOMA STATE UNIVERSITY
STILLWATER, OK

2014 - B.A.
JOURNALISM—MASS
COMMUNICATION
ROGERS STATE UNIVERSITY
CLAREMORE, OK

CONTACT



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